

***Columbia***  
***2011 DirectionFinder®***  
***Survey Findings***

Presented by  
***ETC Institute***

June 2011



# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary and Conclusions**
- **Questions**

# Purpose

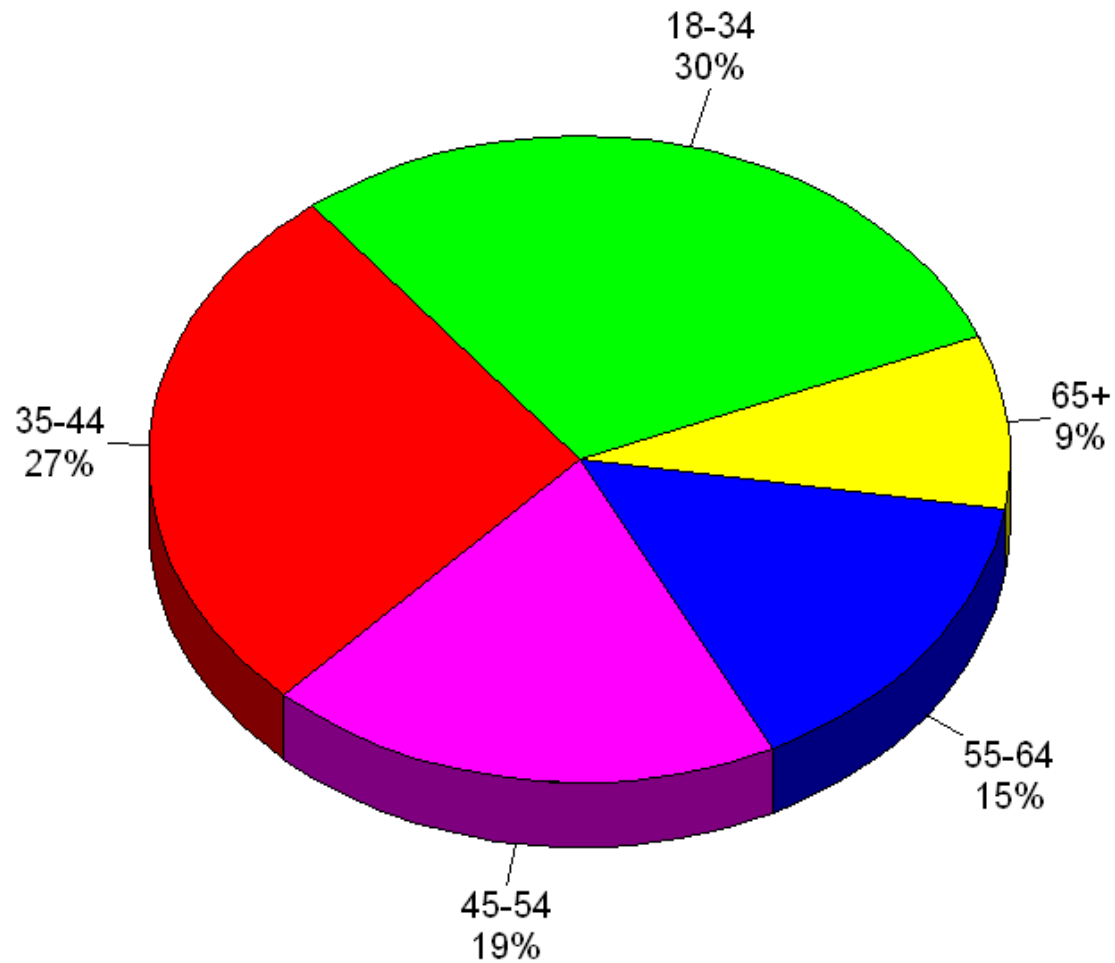
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous surveys**
- **To gather input from residents to help set budget priorities**
- **To compare Columbia's performance with other cities in the U.S. and in Kansas and Missouri**

# Methodology

- **Survey Description**
  - included most of the same questions that were asked in 2005 & 2007 surveys
- **Method of Administration**
  - mailed to a sample of 1,800 households in the City
  - phone follow-ups done 7 days after the mailing
  - each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - 834 completed surveys
  - Confidence level: 95%
- **Margin of error: +/- 3.4% overall**

# Age of Respondent

by percentage of respondents

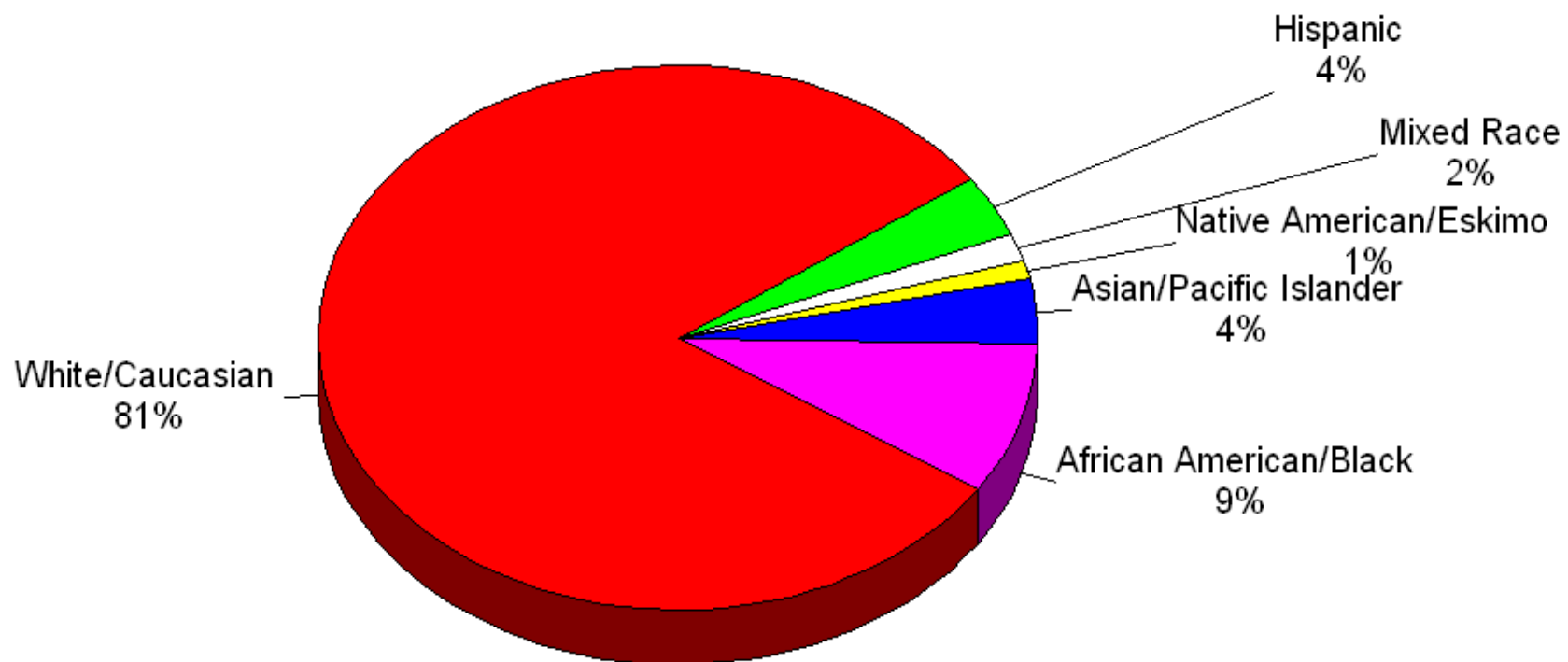


Source: ETC Institute (2011)

Good Representation By AGE

# Respondent's Race/Ethnicity

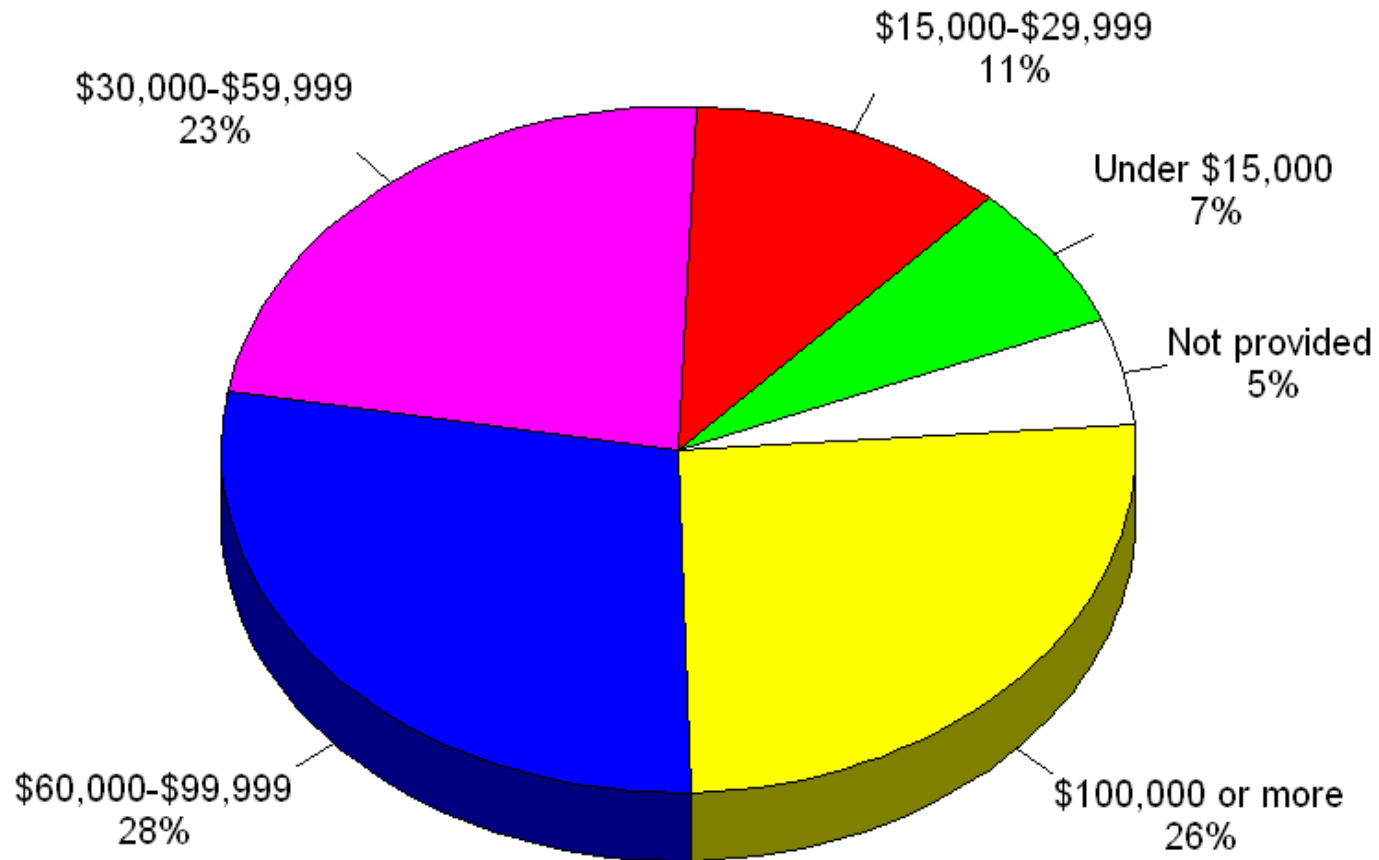
by percentage of respondents



**Good Representation By  
RACE/ETHNICITY**

# Total Annual Household Income

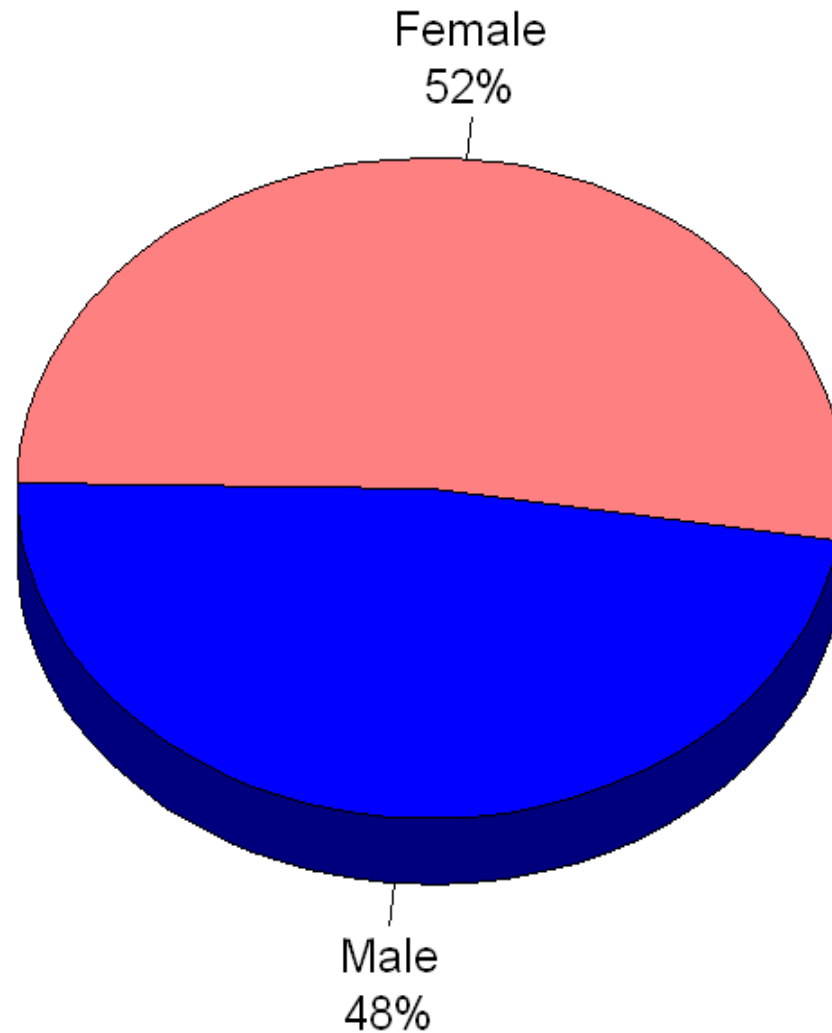
by percentage of respondents



Good Representation By INCOME

# Respondent's Gender

by percentage of respondents

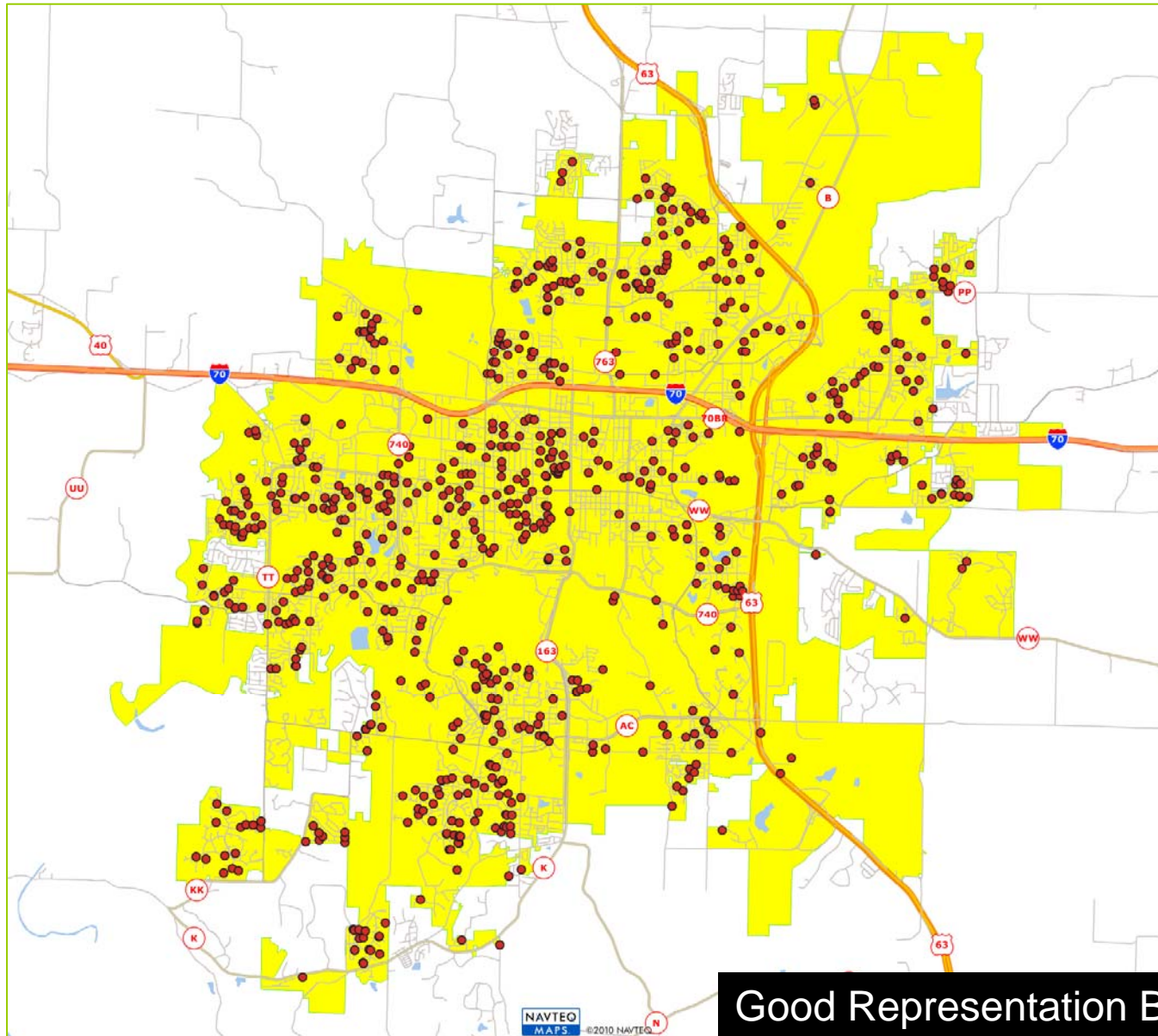


**Good Representation By GENDER**



# Columbia 2011 DirectionFinder® Survey

## Location of Survey Respondents



# Bottom Line Up Front

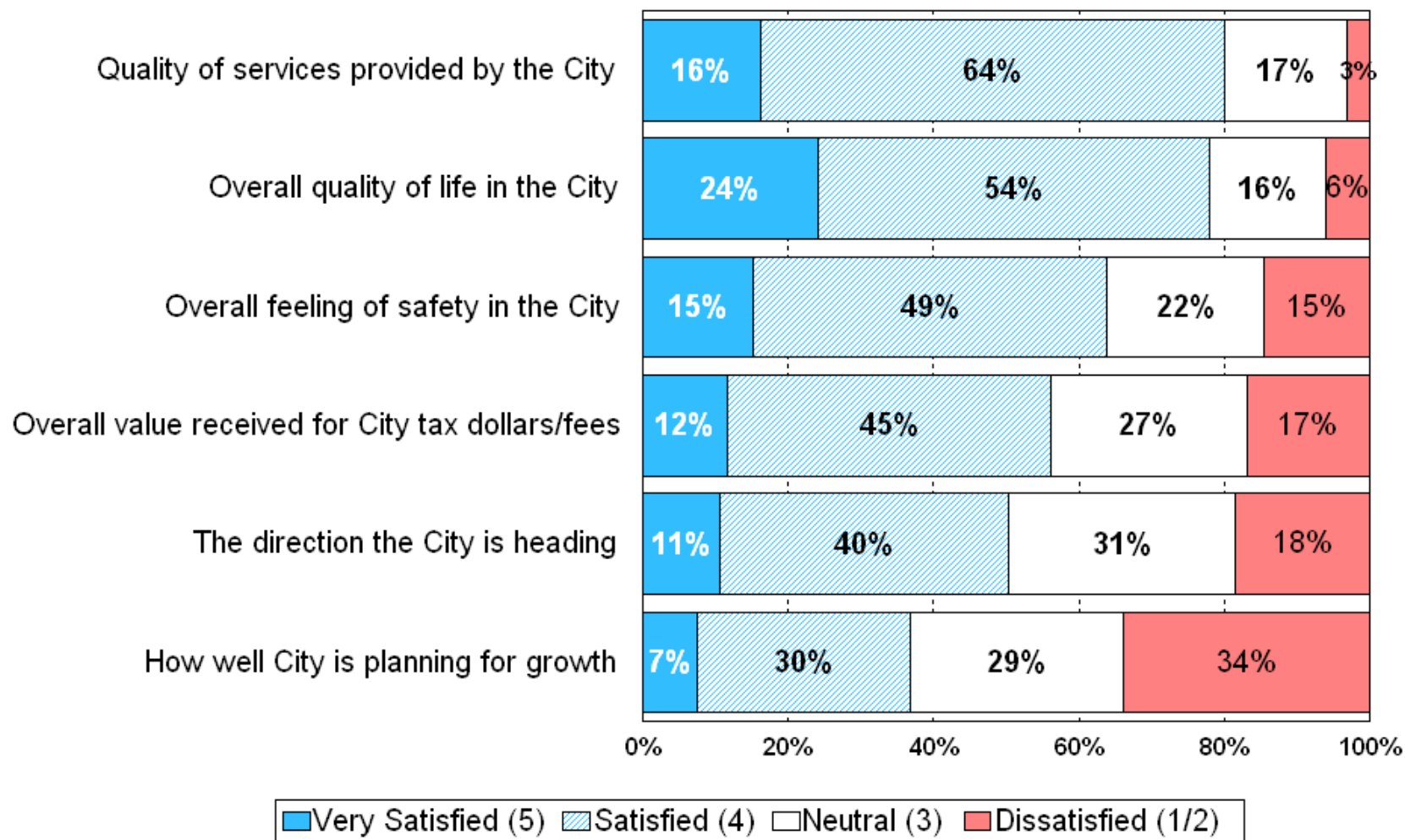
- **Columbia is Setting the Standard for Customer Service Among U.S. cities**
  - Overall Satisfaction with City Services Rated 24% above the Kansas and Missouri average
  - Overall Satisfaction with City Services Rated 23% above the national average
- **Satisfaction Ratings for Many Specific Services Have Decreased**
  - Decreased ratings for specific services mirror national trends
- **Overall Community Priorities:**
  - Maintenance of City streets and infrastructure
  - Protecting residents and businesses from crime
- **Residents Think It Is Important for the City to Support Sustainability Programs**

# Major Findings: #1

**Residents Generally Have a  
Positive Perception of the City**

# Satisfaction with Items That Influence Perception Residents Have of the City

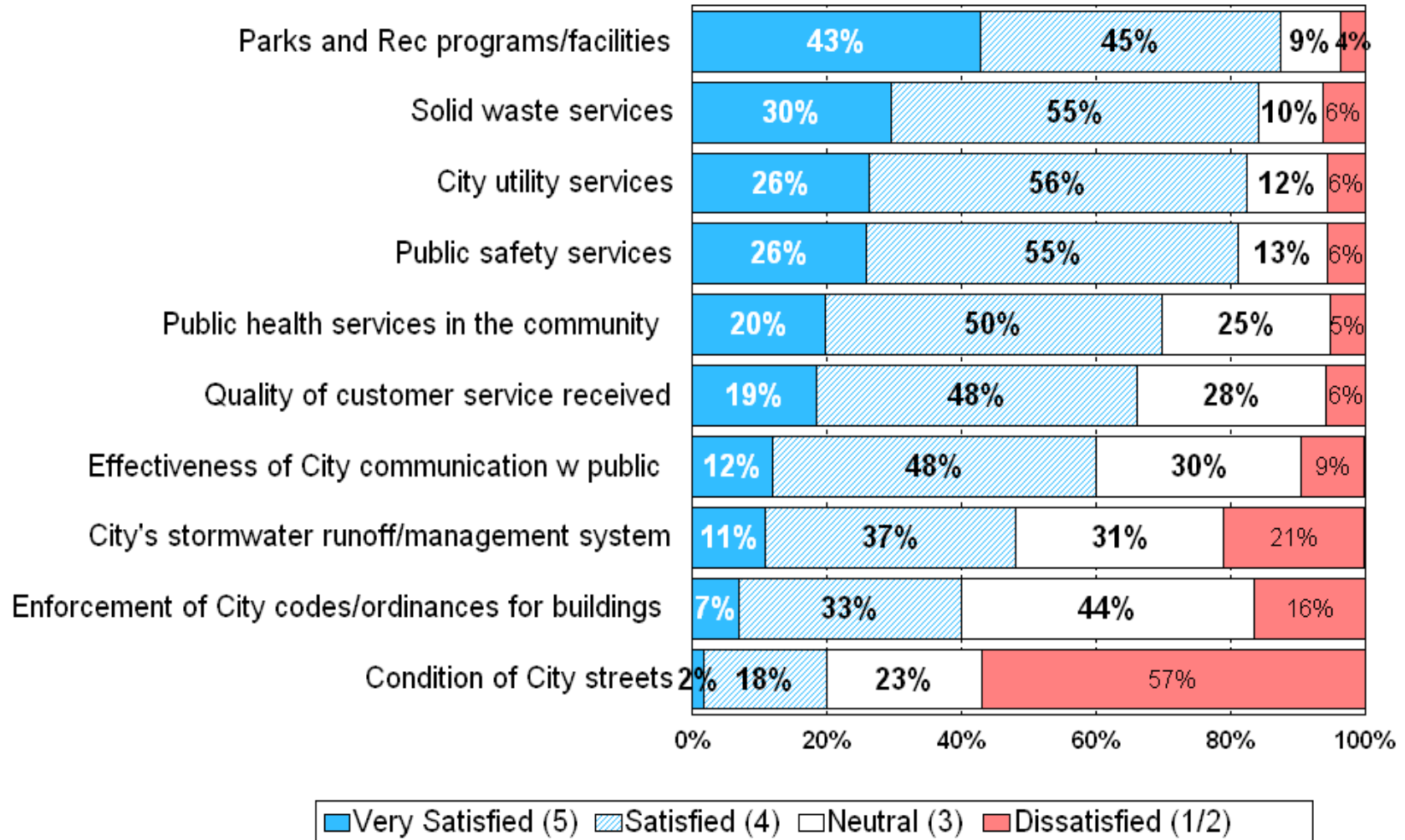
by percentage of respondents (excluding don't knows)



Only 3% of Residents Were Dissatisfied with the Quality of City Services Provided by the City  
and Only 6% Were Dissatisfied With the Quality of Life in the City

# Overall Satisfaction with City Services by Major Category

by percentage of respondents (excluding don't knows)



With the Exception of the Condition of City Streets, Less than 22% of Residents Were Dissatisfied with any of the Major Categories of City Services Assessed on the Survey

## **Major Findings: #2**

**Overall Satisfaction with  
City Services Is Generally  
the Same Throughout the City**



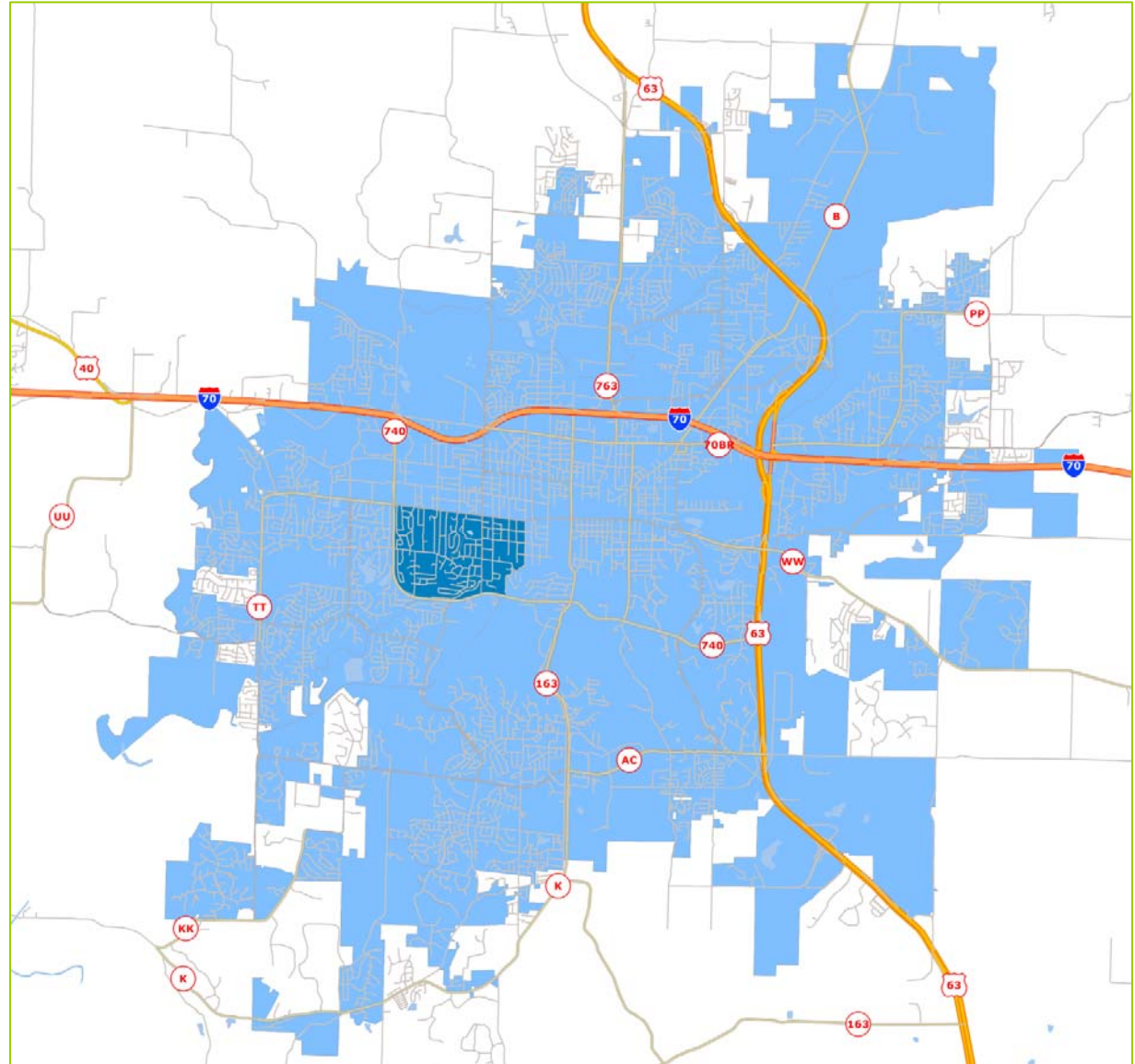
# Satisfaction with the OVERALL quality of services provided by the City

**While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City**

## **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



**2011 City of Columbia Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Major Findings: #3

## **Most Significant Increases and Decreases**



# Most Significant Increases

(Increases >5%)

## □ MOST Significant INCREASES

- Satisfaction with snow removal on major City streets (+8%)
- Agreement that City government is a trusted source of information (+8%)
- Agreement that City information is communicated clearly, accurately and in a form that meets the needs of residents (+7%)
- Satisfaction with the condition of City sidewalks (+7%)
- Satisfaction with drop-off recycling (+6%)

# Most Significant Decreases

(Decreases >5%)

## ❑ MOST Significant DECREASES

- Satisfaction with customer service received from City employees (-10%)
- Satisfaction with the condition of City streets (-8%)
- Satisfaction with the overall quality of local police services (-8%)
- Satisfaction with the overall feeling of safety in the City (-7%)
- Satisfaction with the enforcement of City codes/ordinances for buildings (-7%)
- Satisfaction with the City's stormwater runoff/stormwater system (-7%)
- Satisfaction with the overall quality of life in the City (-6%)
- Satisfaction with the maintenance of major City streets (-6%)

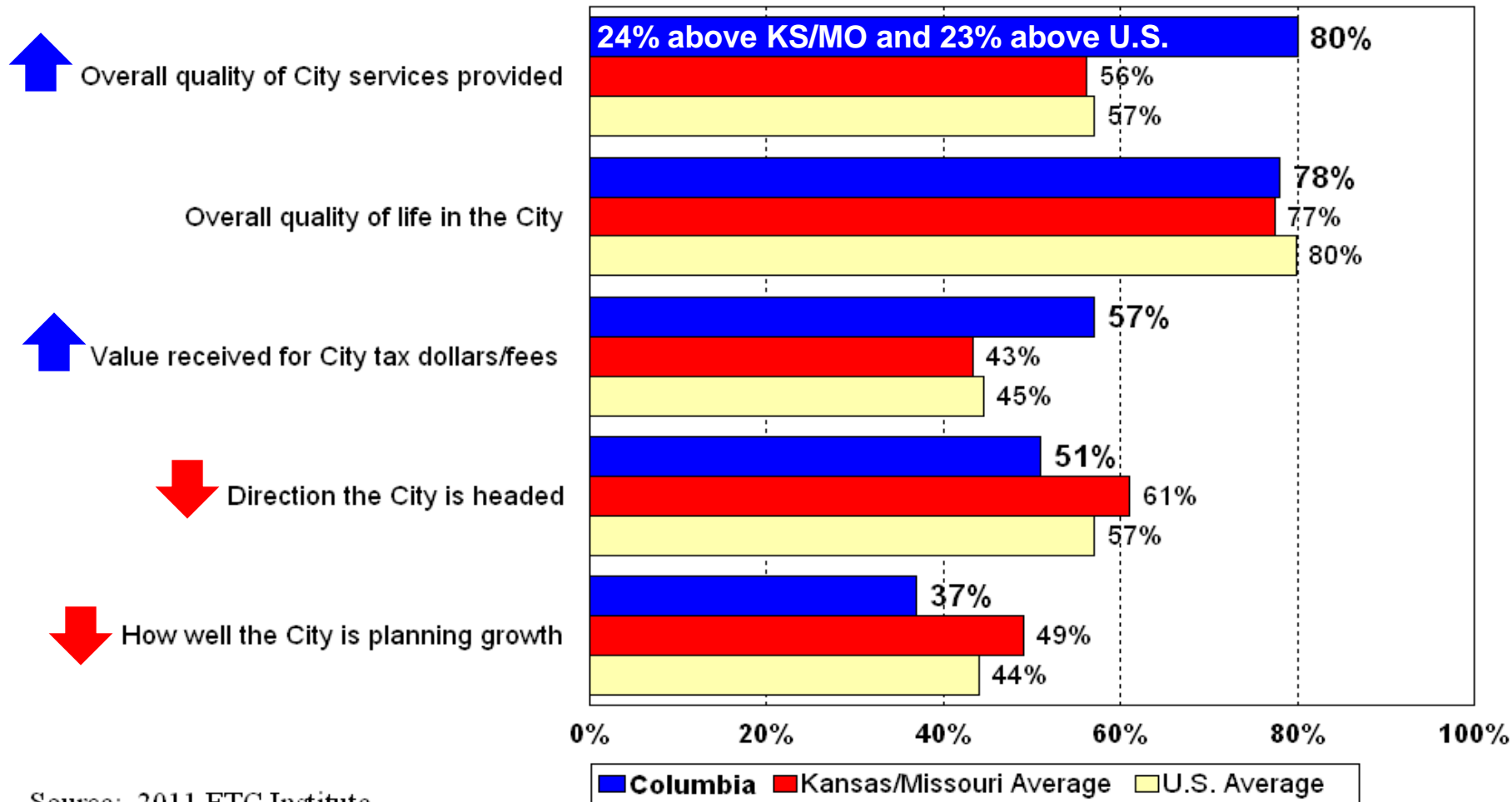
## **Major Finding #4**

**Overall Satisfaction Levels in the  
City of Columbia Are Higher  
than the National and  
Kansas/Missouri Averages**

# Satisfaction with Issues that Influence Perceptions of the City

## Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



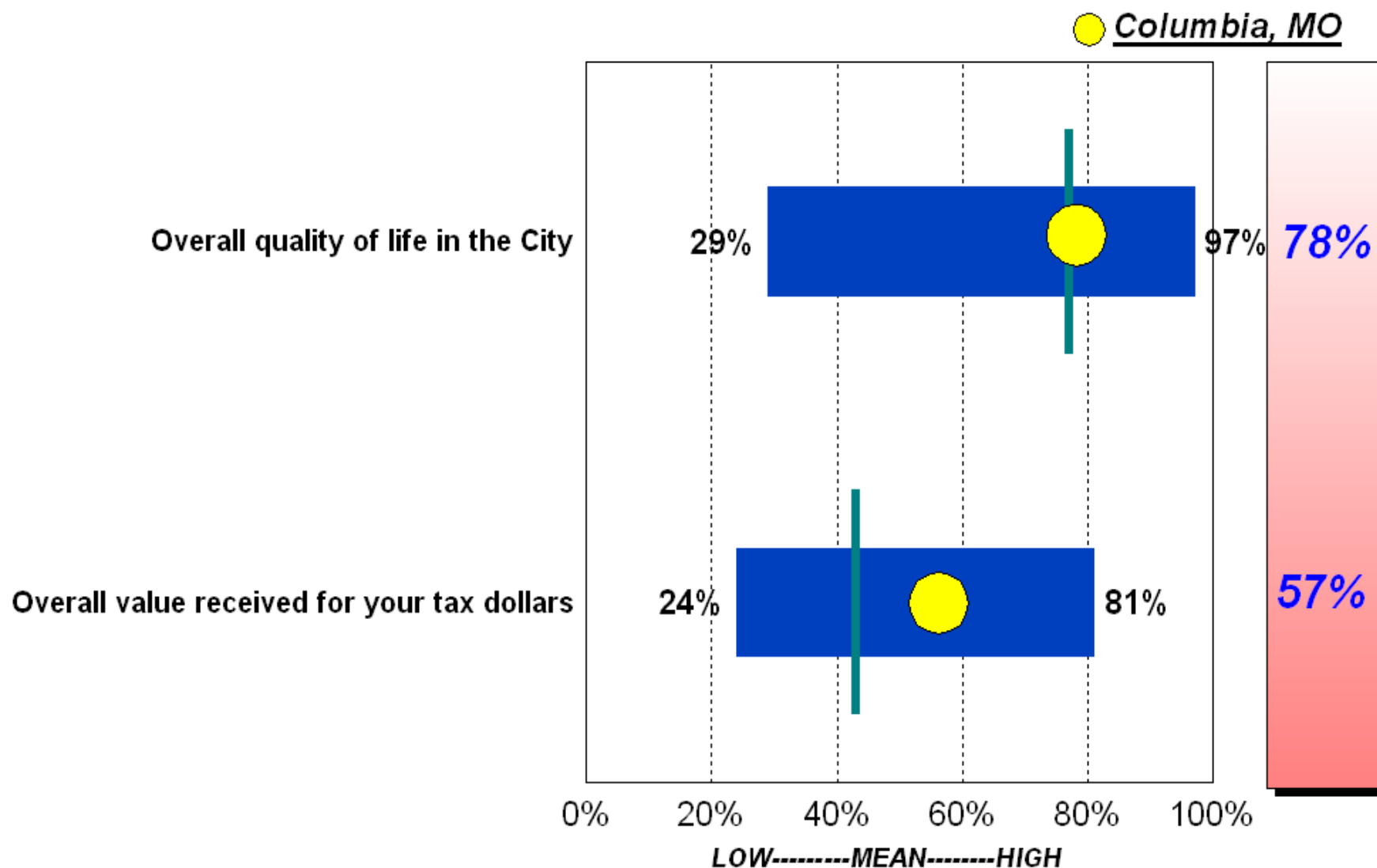
Source: 2011 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

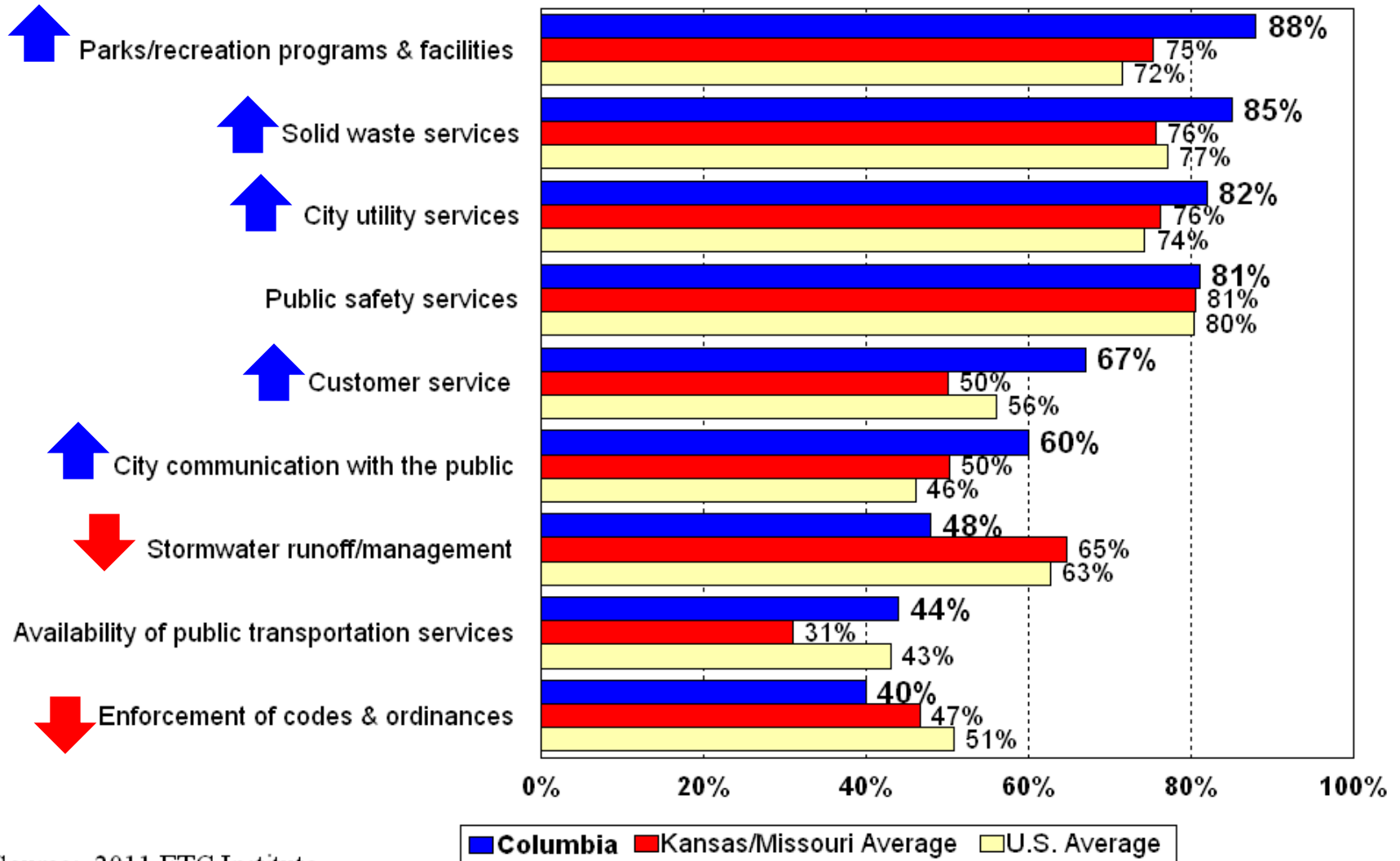
# Perceptions that Residents Have of the City in Which They Live - 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Overall Satisfaction with Various City Services Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



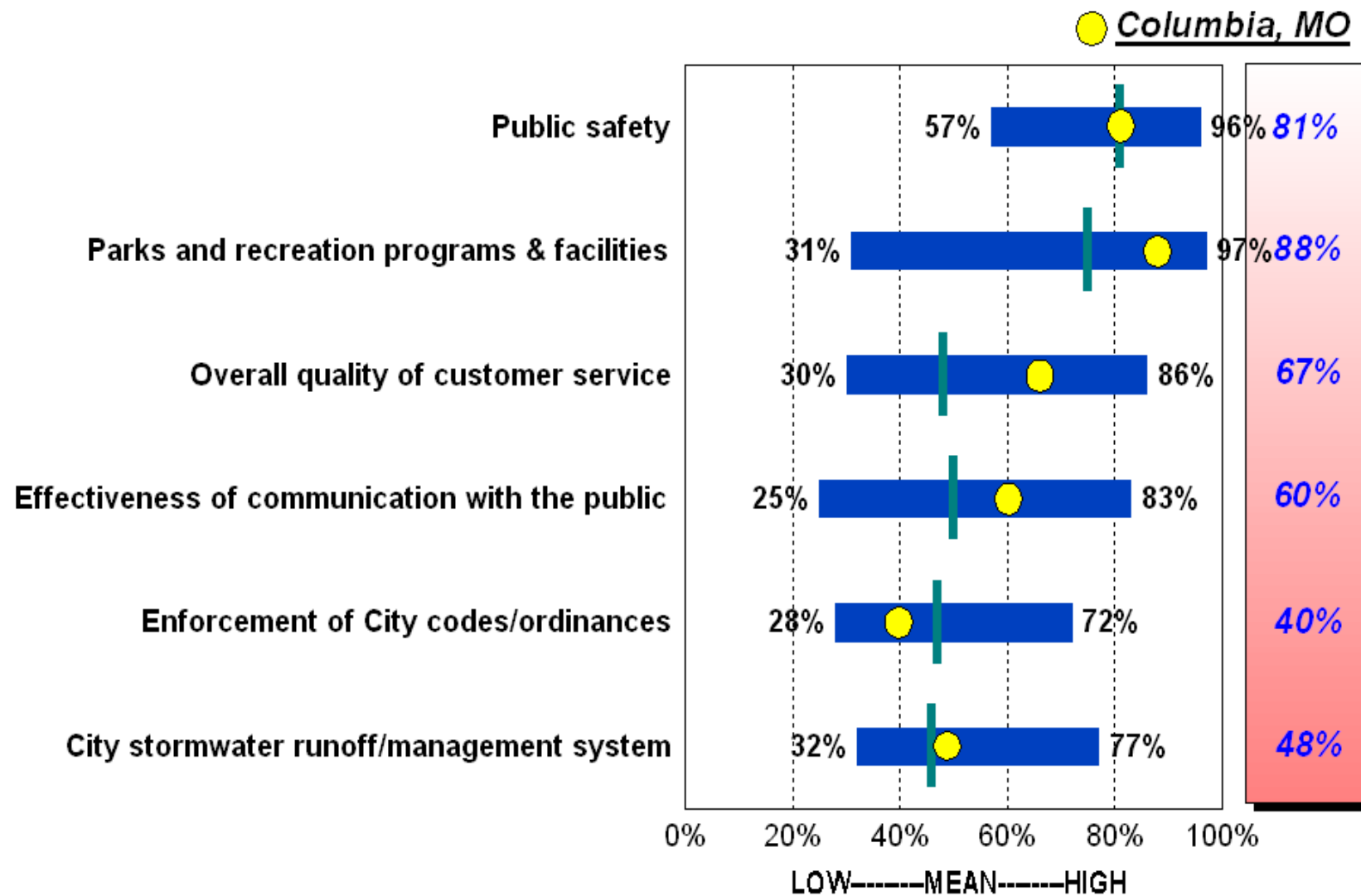
Source: 2011 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction With Various City Services - 2011

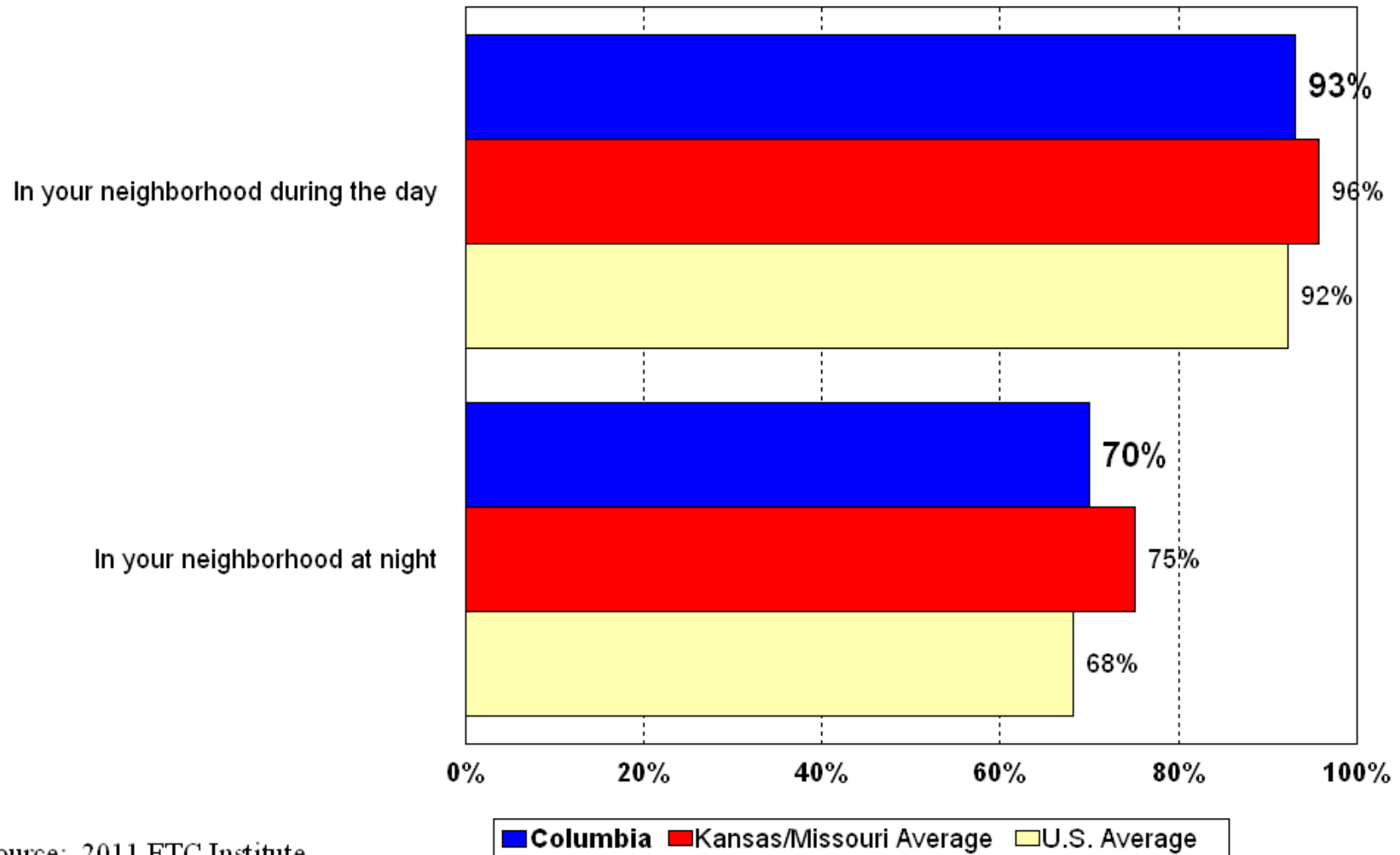
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# How Safe Residents Feel in Their Community

## Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



**Significantly Higher:** ↑

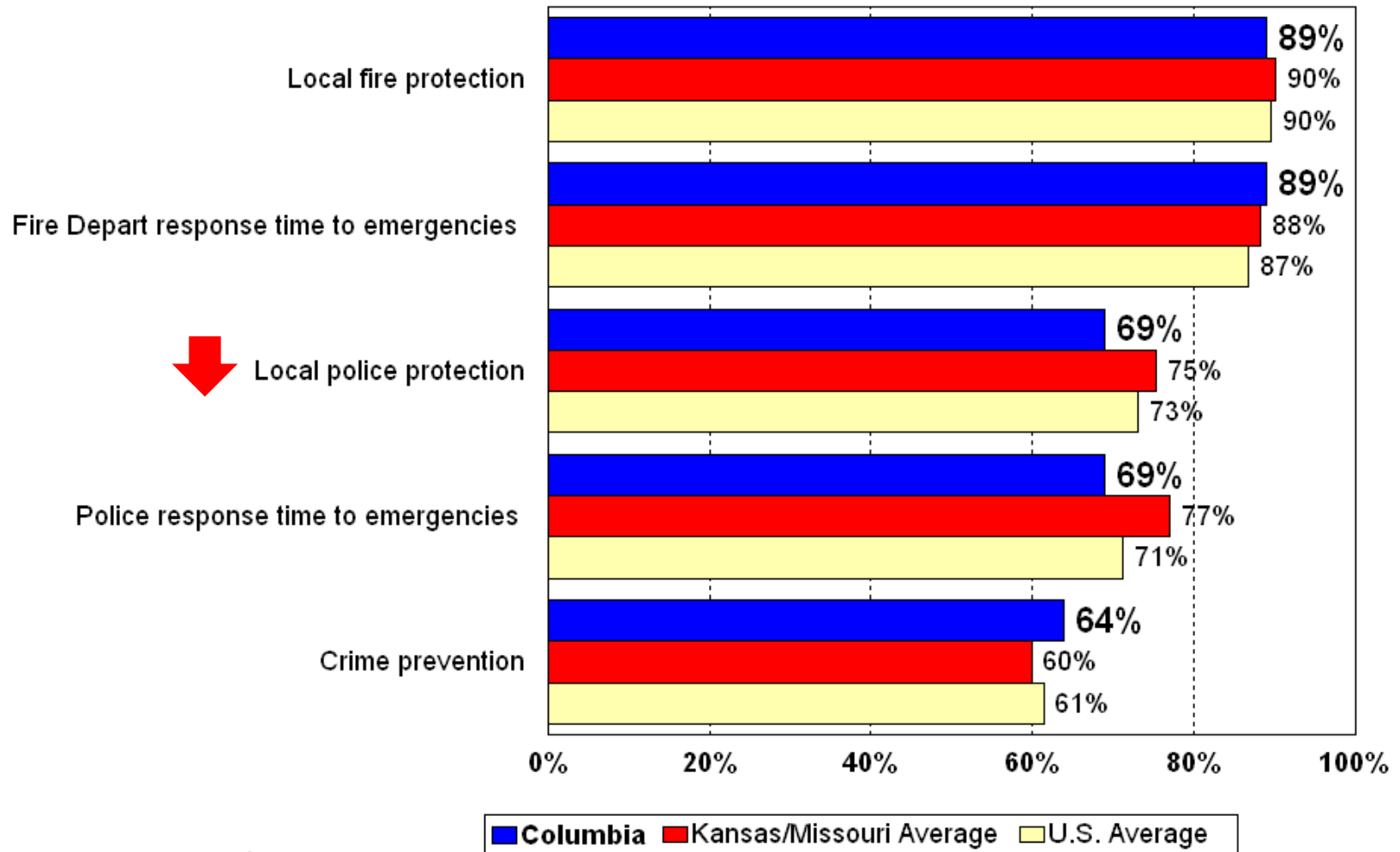
**Significantly Lower:** ↓



# Overall Satisfaction with Public Safety Services

## Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



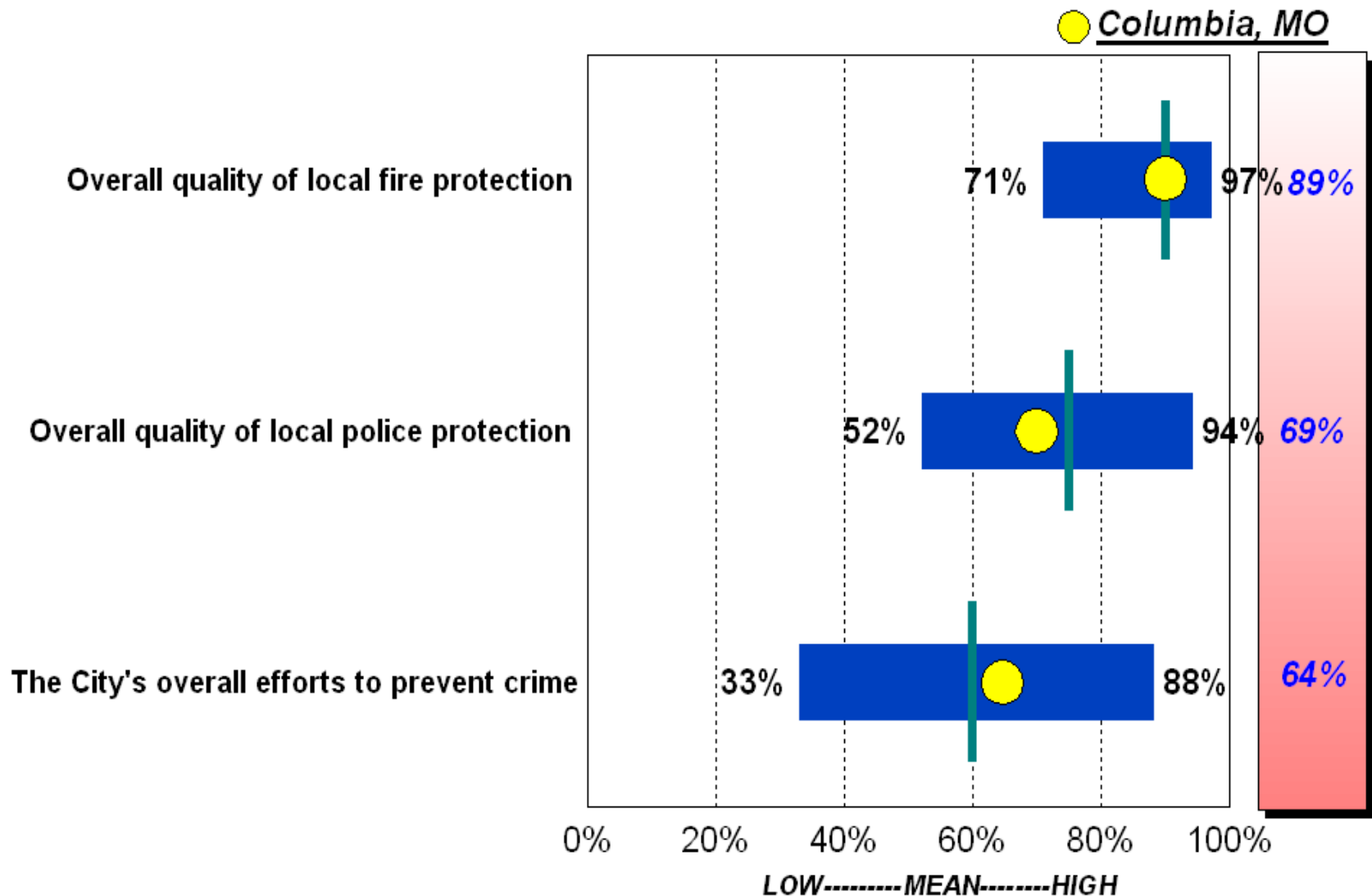
Source: 2011 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Public Safety Services - 2011

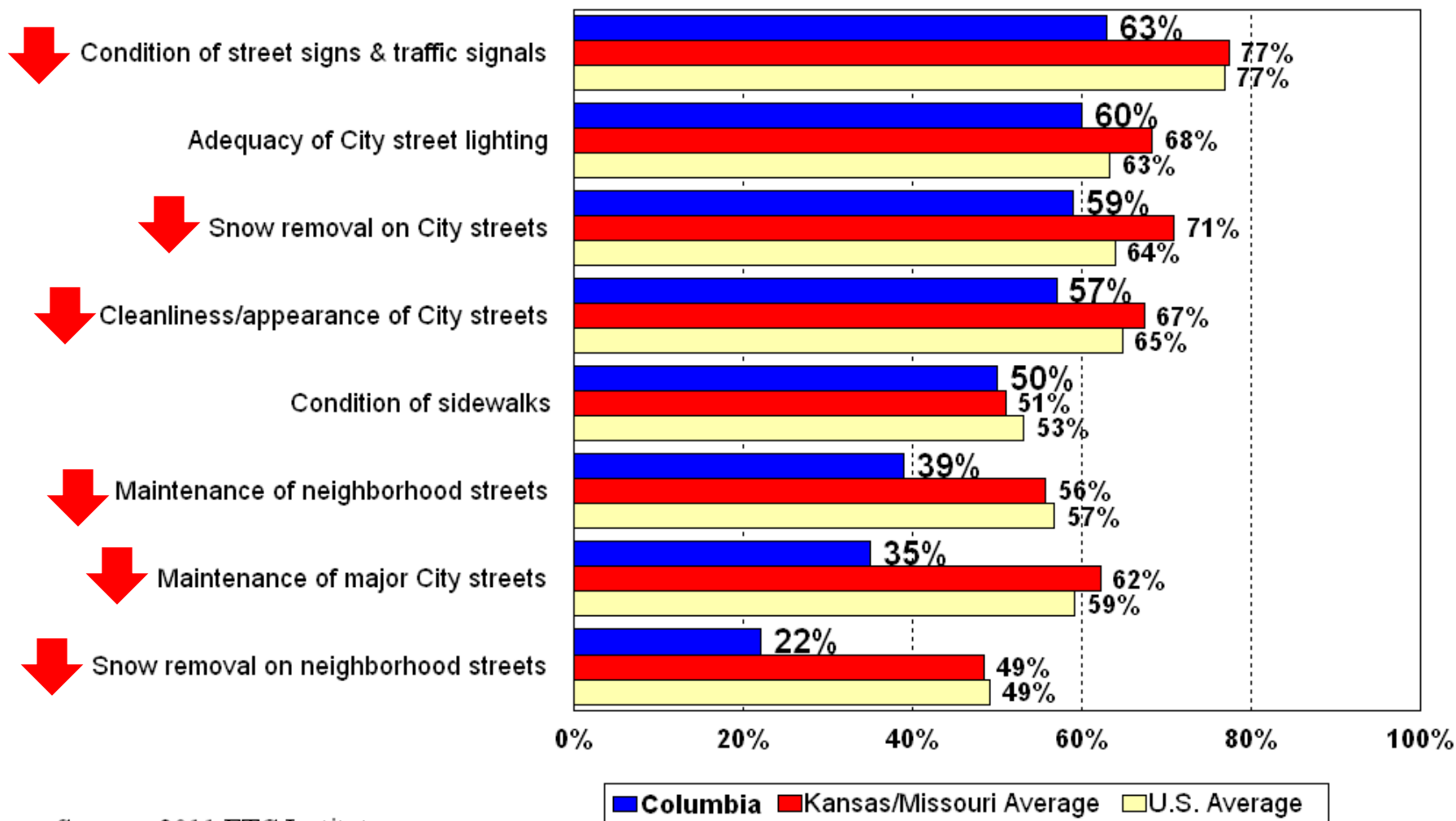
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Overall Satisfaction with Streets and Sidewalks

## Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

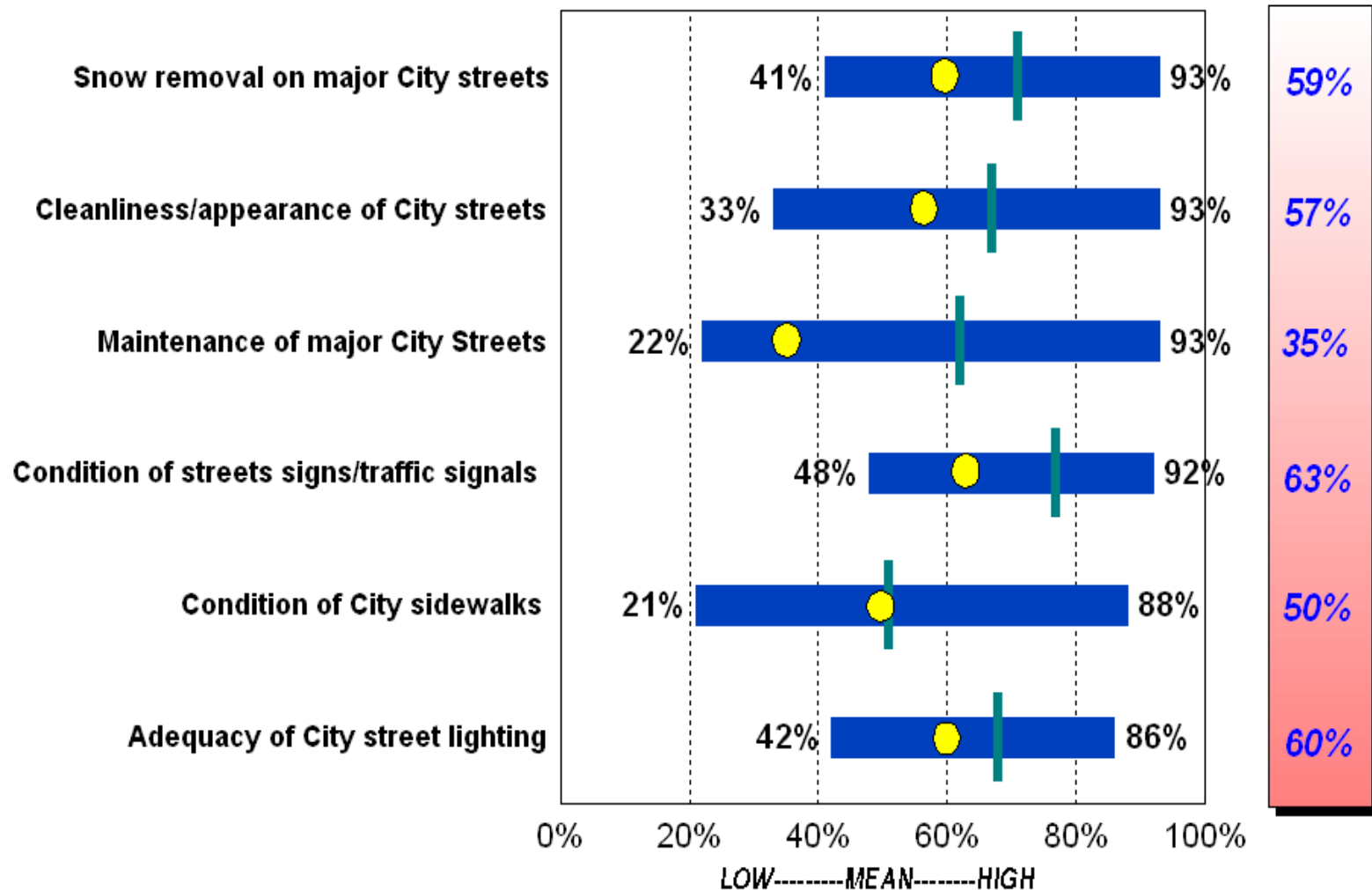
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Streets and Sidewalks - 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

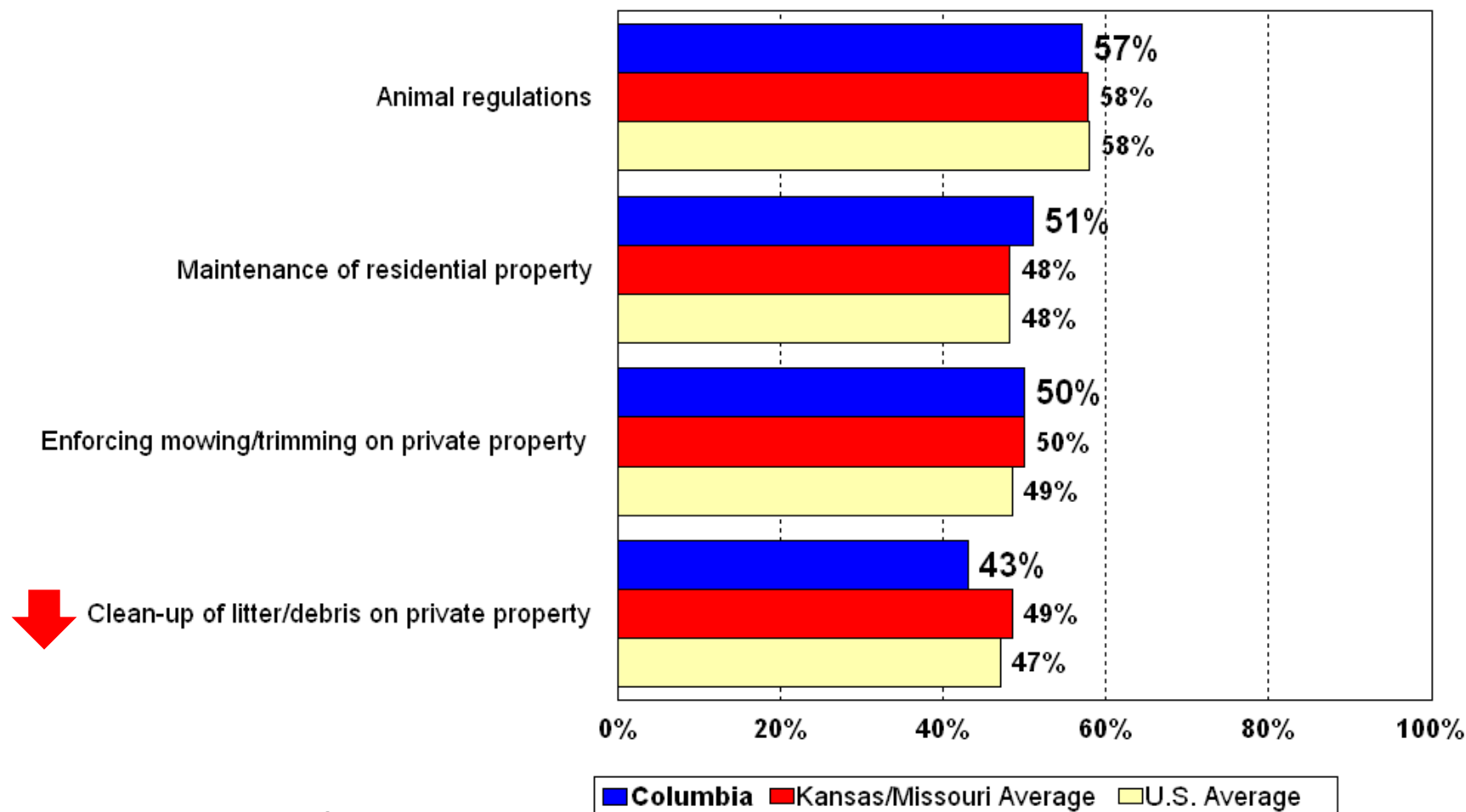
● Columbia, MO



# Overall Satisfaction with Code Enforcement and Neighborhood Services

## Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



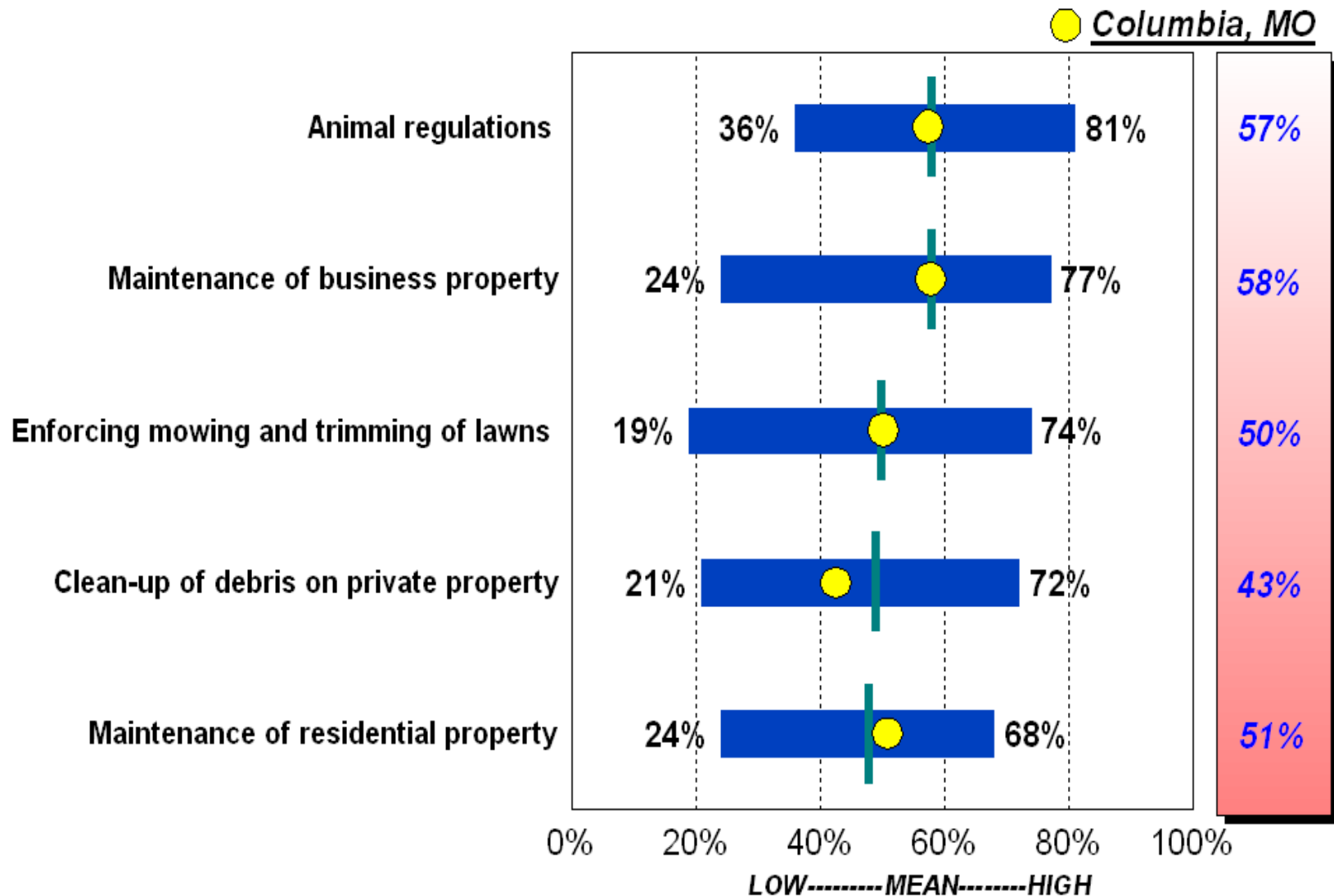
Source: 2011 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

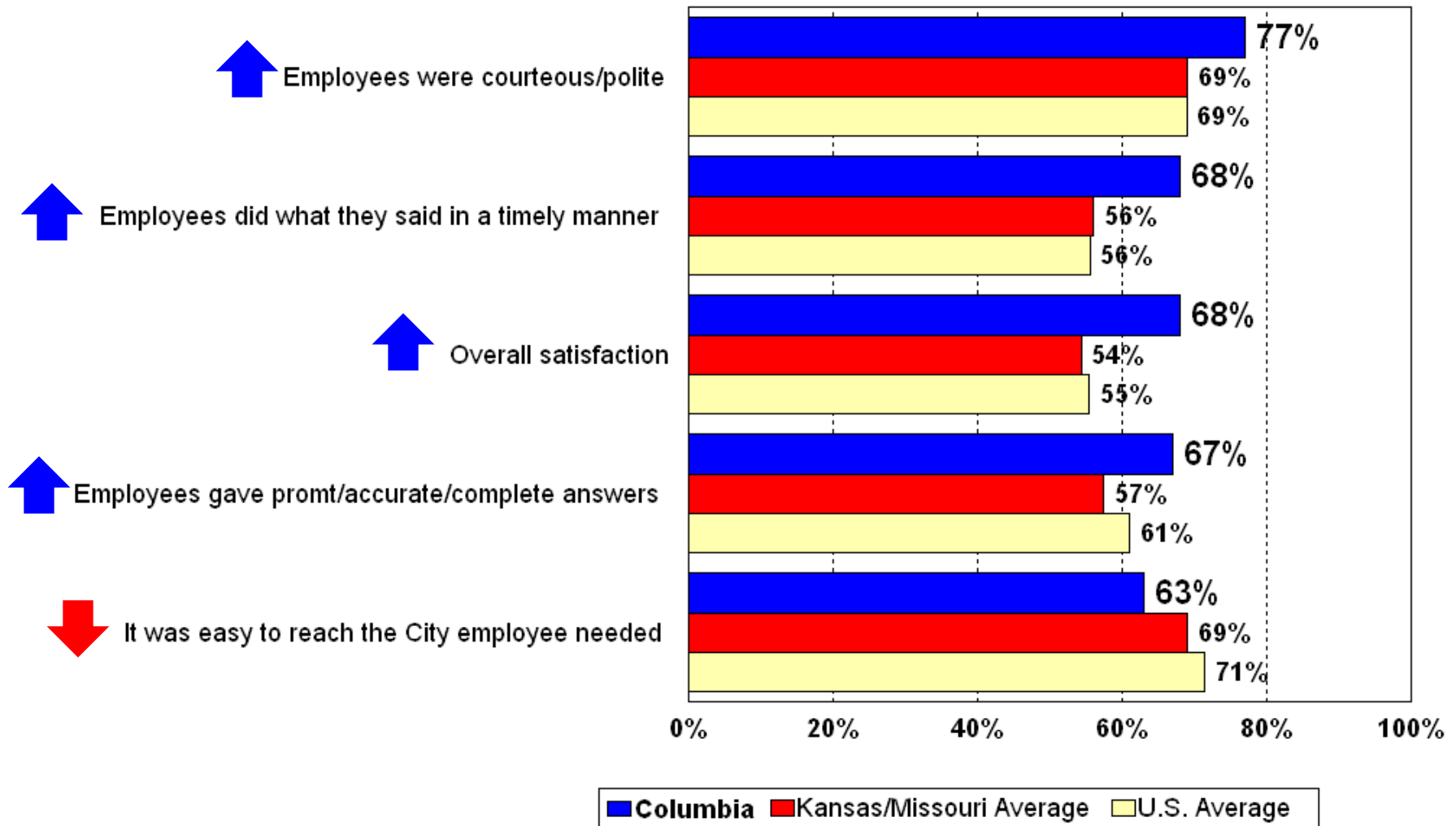
# Satisfaction with the Code Enforcement and Neighborhood Services - 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Overall Satisfaction with Customer Service Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was a positive response and 1 was a negative response (excluding don't knows)



Source: 2011 ETC Institute

**Significantly Higher:** ↑

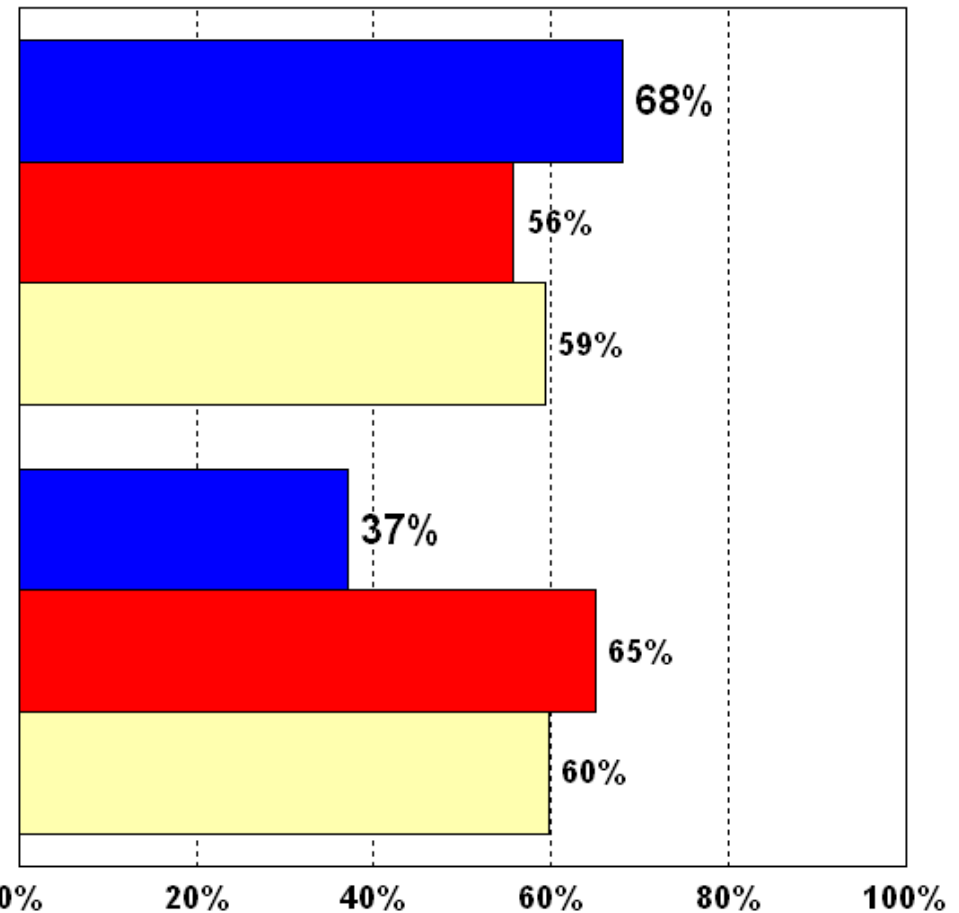
**Significantly Lower:** ↓

# Overall Satisfaction with Communication Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Usefulness of info on the City's website



Usefulness of programming on City cable tv channel

■ Columbia ■ Kansas/Missouri Average ■ U.S. Average

Source: 2011 ETC Institute

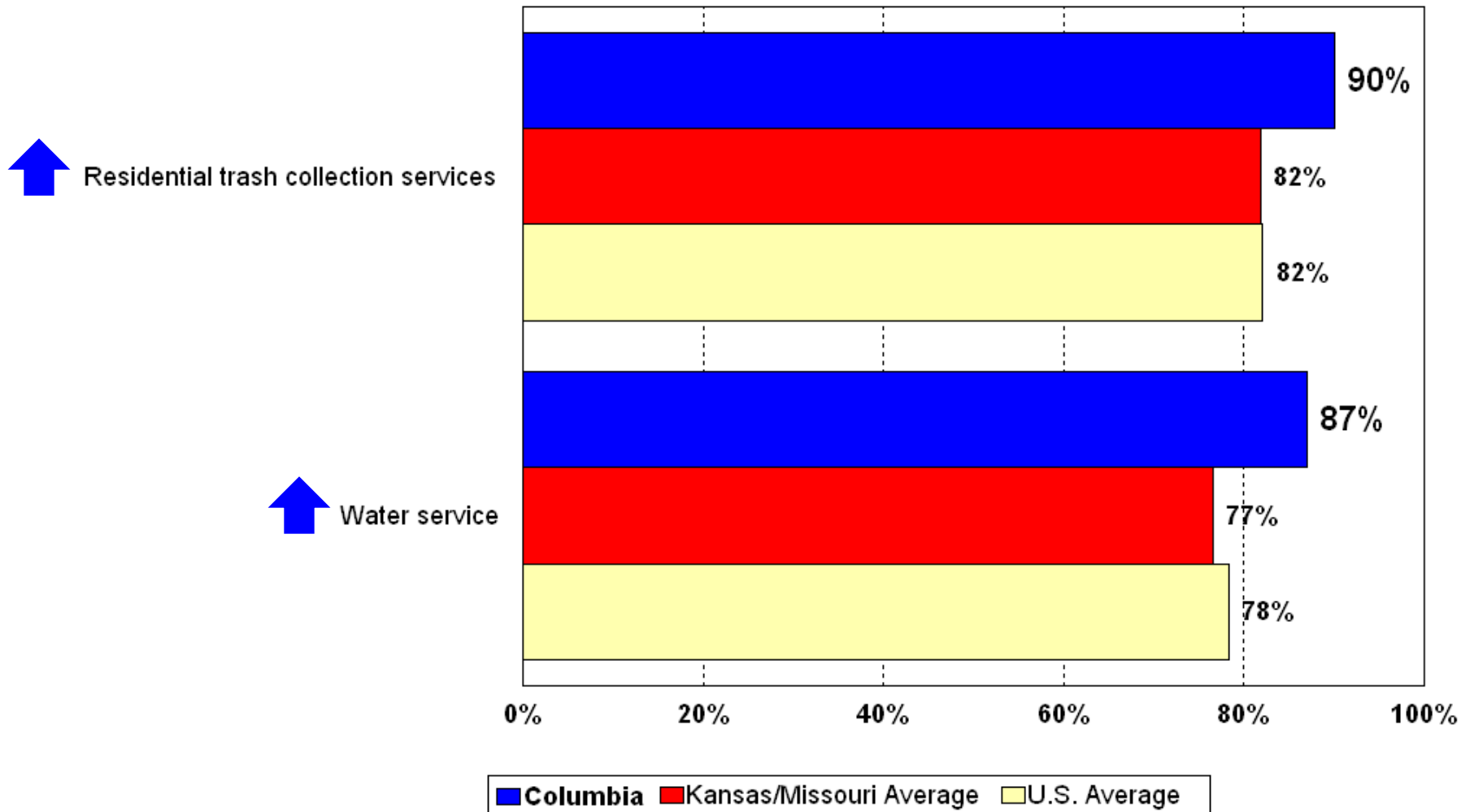
**Significantly Higher:** 

**Significantly Lower:** 



# Overall Satisfaction with Utility Services Columbia vs. Kansas/Missouri vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Major Finding #5

## **Priorities for Investment**

# Priorities for Investment

- Importance-Satisfaction (I-S) Analysis was performed to assess the potential impact that investments in various city services would have on overall satisfaction with city services over the next 2 years
- I-S Rating is calculated by multiplying the percentage of respondents who selected an item as one of their top priorities by 1 minus the percentage of respondents who indicated they agreed with a statement about the issue
- By emphasizing improvements in areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high, the City will be more likely to cause positive change in overall satisfaction with City services over the next two years

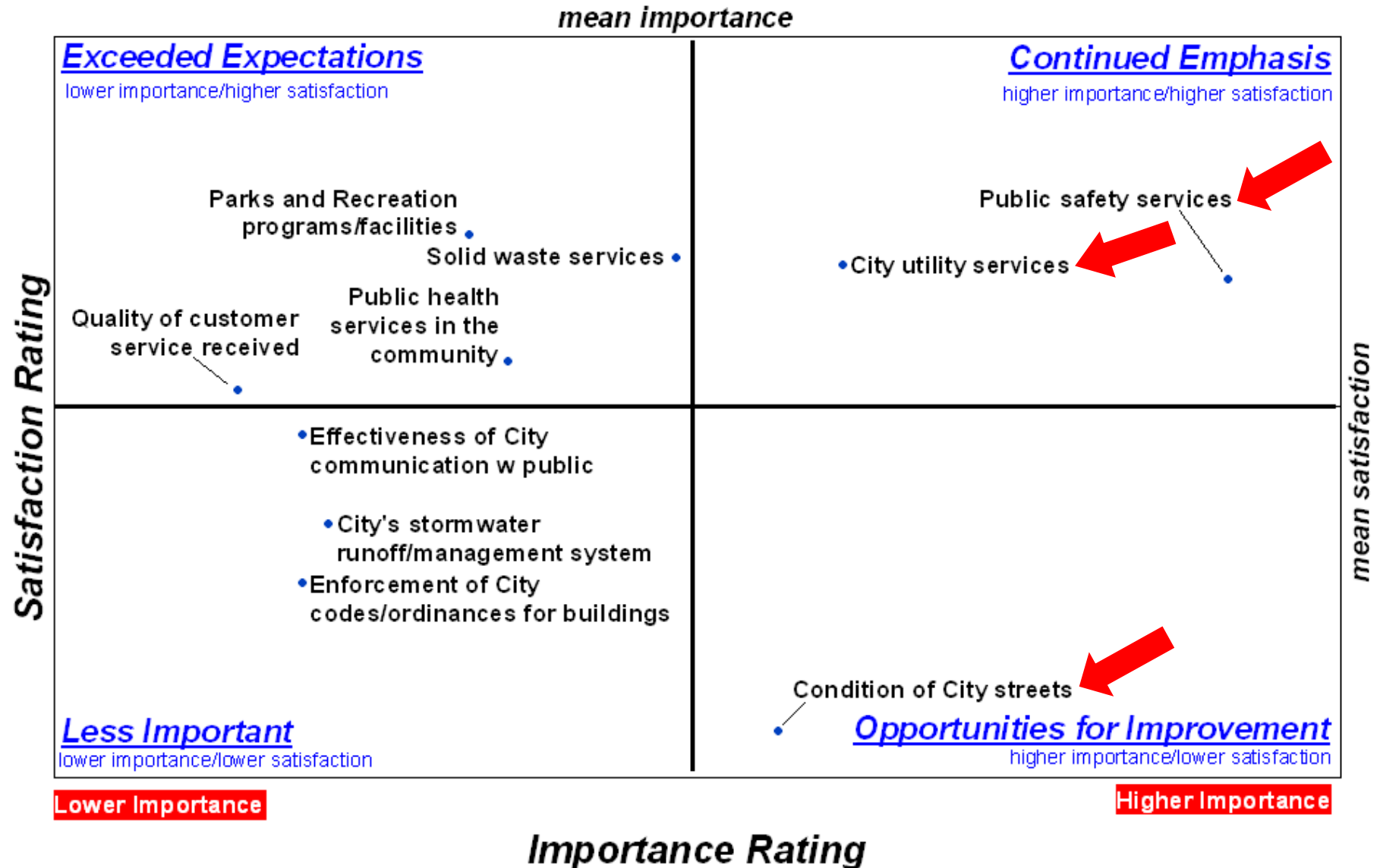
Importance-Satisfaction Rating						
City of Columbia						
<u>OVERALL</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS &gt; .20)</u>						
Condition of City streets	45%	3	20%	10	0.3600	1
<u>High Priority (IS .10-.20)</u>						
Public safety services	80%	1	81%	4	0.1520	2
<u>Medium Priority (IS &lt; .10)</u>						
City utility services	50%	2	83%	3	0.0850	3
Public health services in the community	24%	5	70%	5	0.0720	4
Solid waste services	37%	4	84%	2	0.0592	5
City's stormwater runoff/management system	10%	7	48%	8	0.0520	6
Enforcement of City codes/ordinances for buildings	8%	9	40%	9	0.0480	7
Effectiveness of City communication w public	8%	8	60%	7	0.0320	8
Parks and Rec programs/facilities	21%	6	87%	1	0.0273	9
Quality of customer service received	3%	10	66%	6	0.0102	10

Overall Priorities:

# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

**-Overall-**

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Importance-Satisfaction Rating

City of Columbia

## Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Police efforts to prevent crime	70%	1	64%	5	0.2520	1
<b><u>High Priority (IS .10-.20)</u></b>						
How quickly police respond to emergencies	62%	2	69%	3	0.1922	2
Overall quality of local police services	38%	4	69%	4	0.1178	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly Fire Dept. respond to emergencies	61%	3	89%	1	0.0671	4
The City's municipal court	14%	6	54%	6	0.0644	5
Overall quality of City fire protection	31%	5	88%	2	0.0372	6

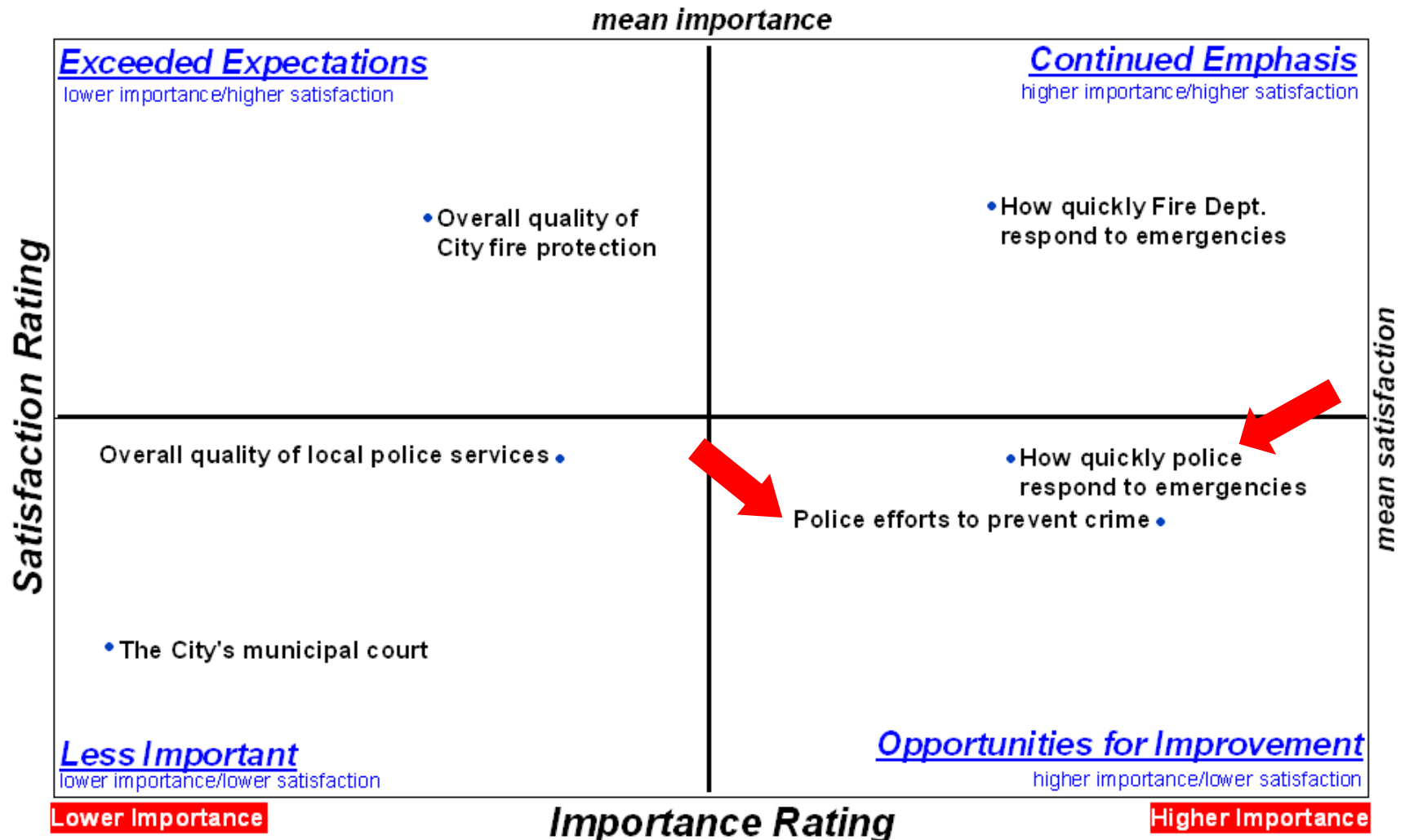
**Public Safety Priorities:**



# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Importance-Satisfaction Rating

City of Columbia

## Streets and Sidewalks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major City streets	85%	1	34%	9	0.5610	1
Snow removal on neighborhood streets	28%	4	23%	10	0.2156	2
<b><u>High Priority (IS .10-.20)</u></b>						
Snow removal on major City streets	45%	2	59%	4	0.1845	3
Maintenance of streets in YOUR neighborhood	30%	3	39%	8	0.1830	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of street signs/traffic signals	25%	5	63%	2	0.0925	5
Adequacy of City street lighting	20%	6	60%	3	0.0800	6
Overall cleanliness & appearance of City streets	18%	7	57%	5	0.0774	7
Availability of sidewalks in the City	15%	8	49%	6	0.0765	8
Condition of City sidewalks	14%	9	49%	7	0.0714	9
Maintenance of City street lighting	6%	10	65%	1	0.0210	10

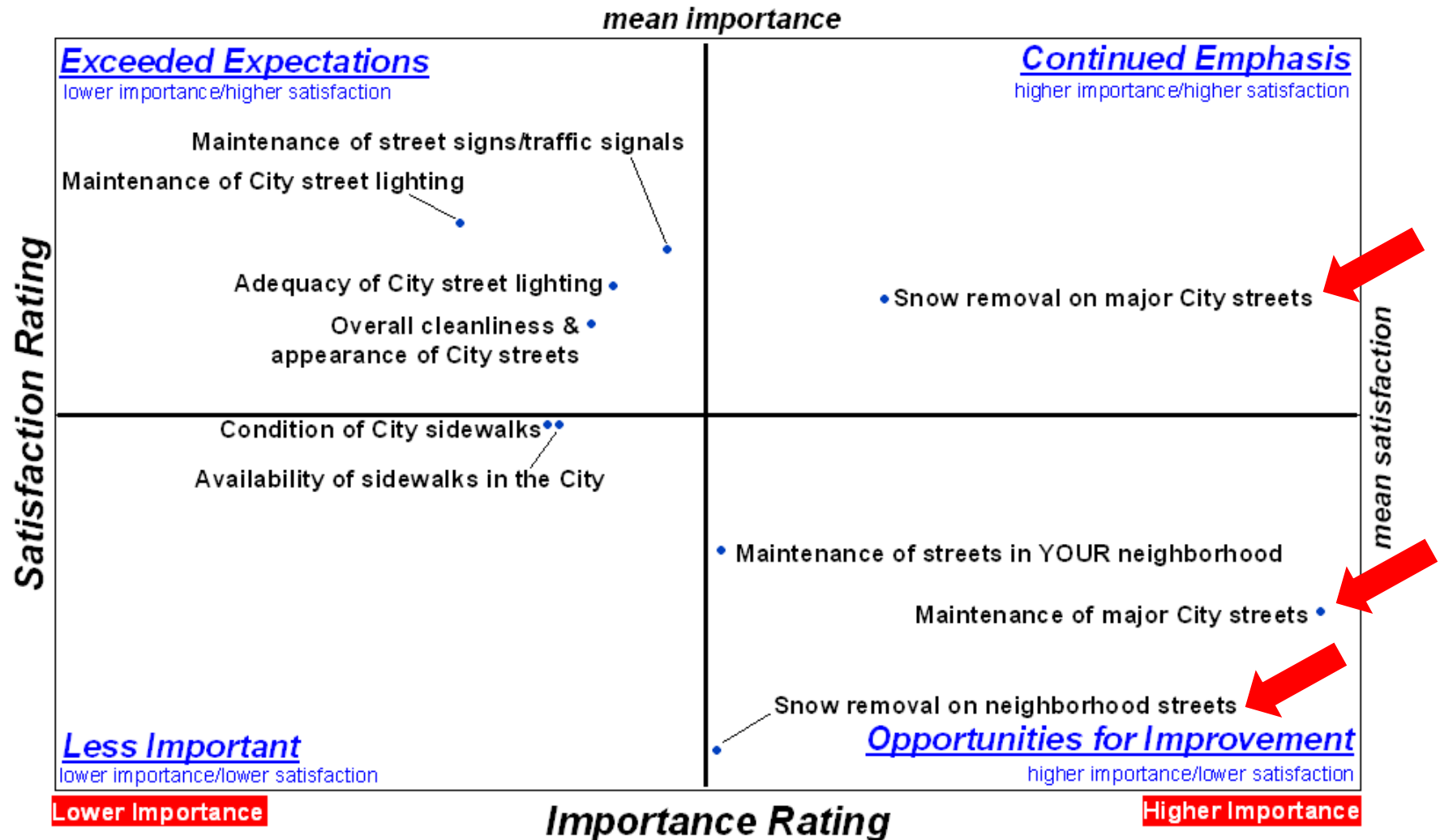
**Streets and Sidewalks Priorities:**



# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Streets & Sidewalks-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Importance-Satisfaction Rating

City of Columbia

## Code Enforcement and Neighborhood Services

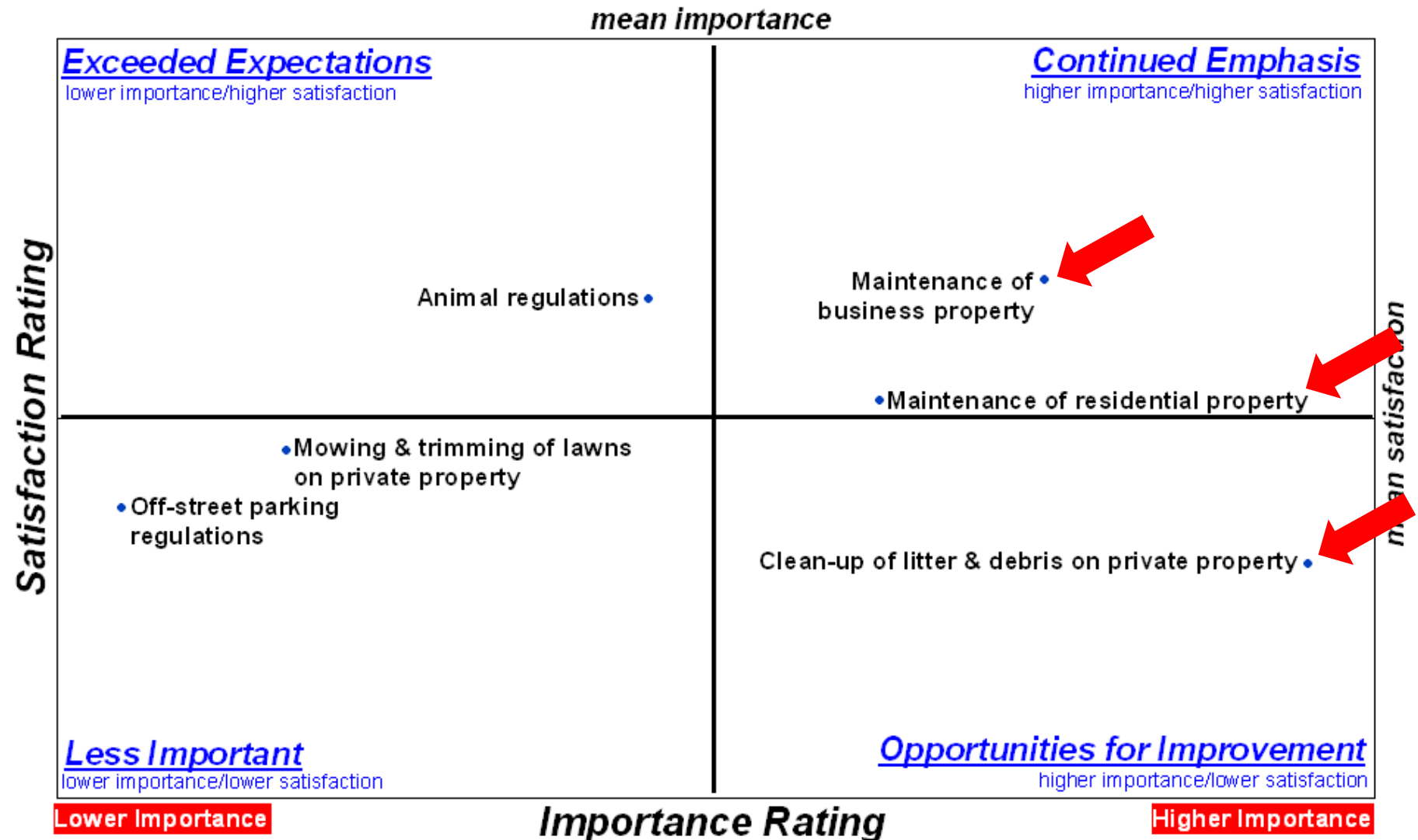
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS &gt;.20)</u>						
Clean-up of litter & debris on private property	60%	1	43%	6	0.3420	1
Maintenance of residential property	47%	3	51%	3	0.2303	2
Maintenance of business property	52%	2	58%	1	0.2184	3
<u>High Priority (IS .10-.20)</u>						
Animal regulations	40%	4	57%	2	0.1720	4
Mowing & trimming of lawns on private property	29%	5	49%	4	0.1479	5
Off-street parking regulations	24%	6	46%	5	0.1296	6

Code Enforcement Priorities: 

# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



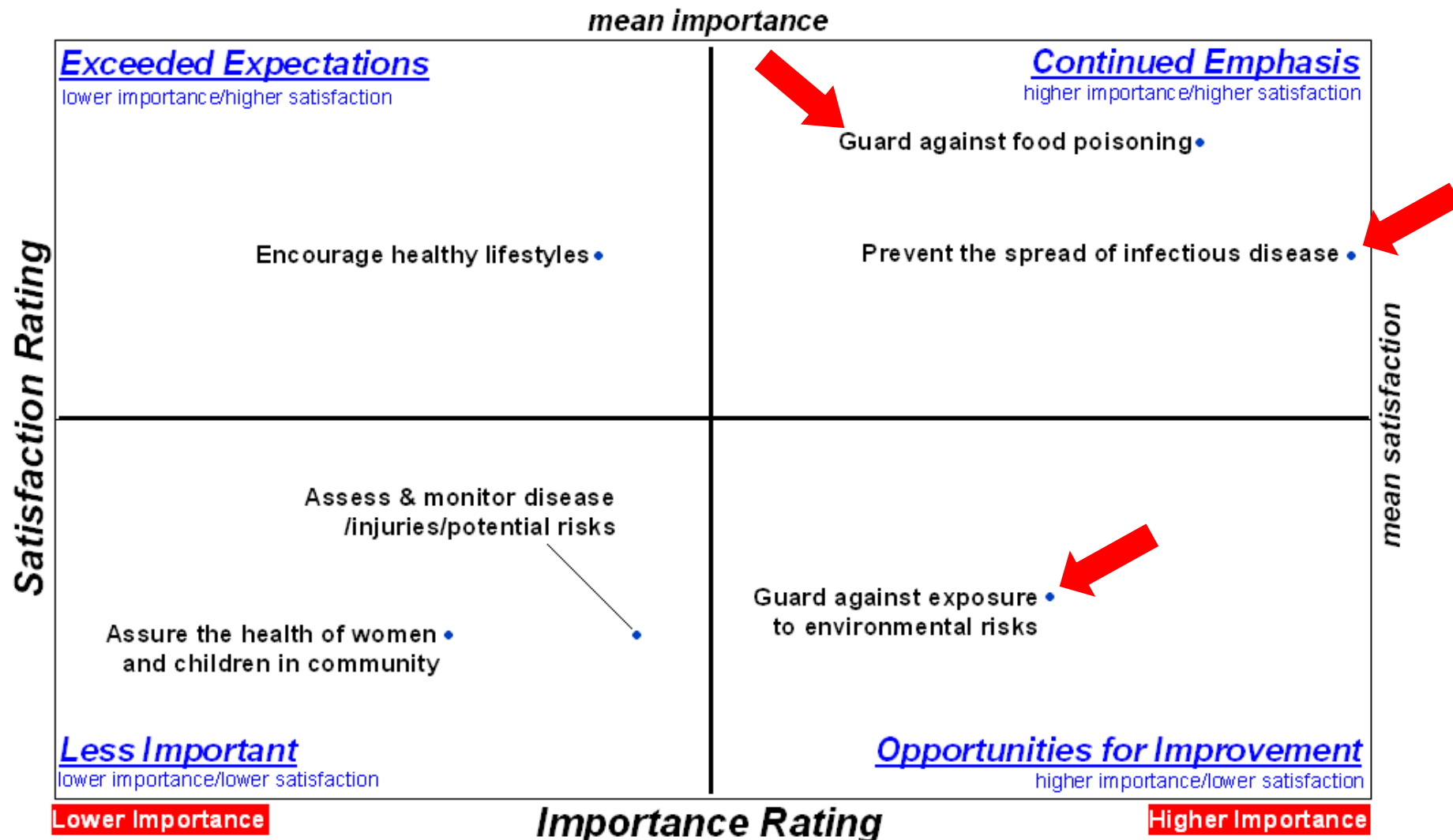
<b>Importance-Satisfaction Rating</b>						
<b>City of Columbia</b>						
<b><u>Public Health</u></b>						
<b>Category of Service</b>	<b>Most Important %</b>	<b>Most Important Rank</b>	<b>Satisfaction %</b>	<b>Satisfaction Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>I-S Rating Rank</b>
<b><u>High Priority (IS .10-.20)</u></b>						
Guard against exposure to environmental risks	53%	3	64%	4	0.1908	1
Prevent the spread of infectious disease	69%	1	73%	2	0.1863	2
Guard against food poisoning	61%	2	76%	1	0.1464	3
Assure the health of women/children in community	31%	4	63%	5	0.1147	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Encourage healthy lifestyles	29%	5	73%	3	0.0783	5
Assess & monitor disease/injuries/potential risks	21%	6	63%	6	0.0777	6

**Public Health Priorities:** 

# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Health-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



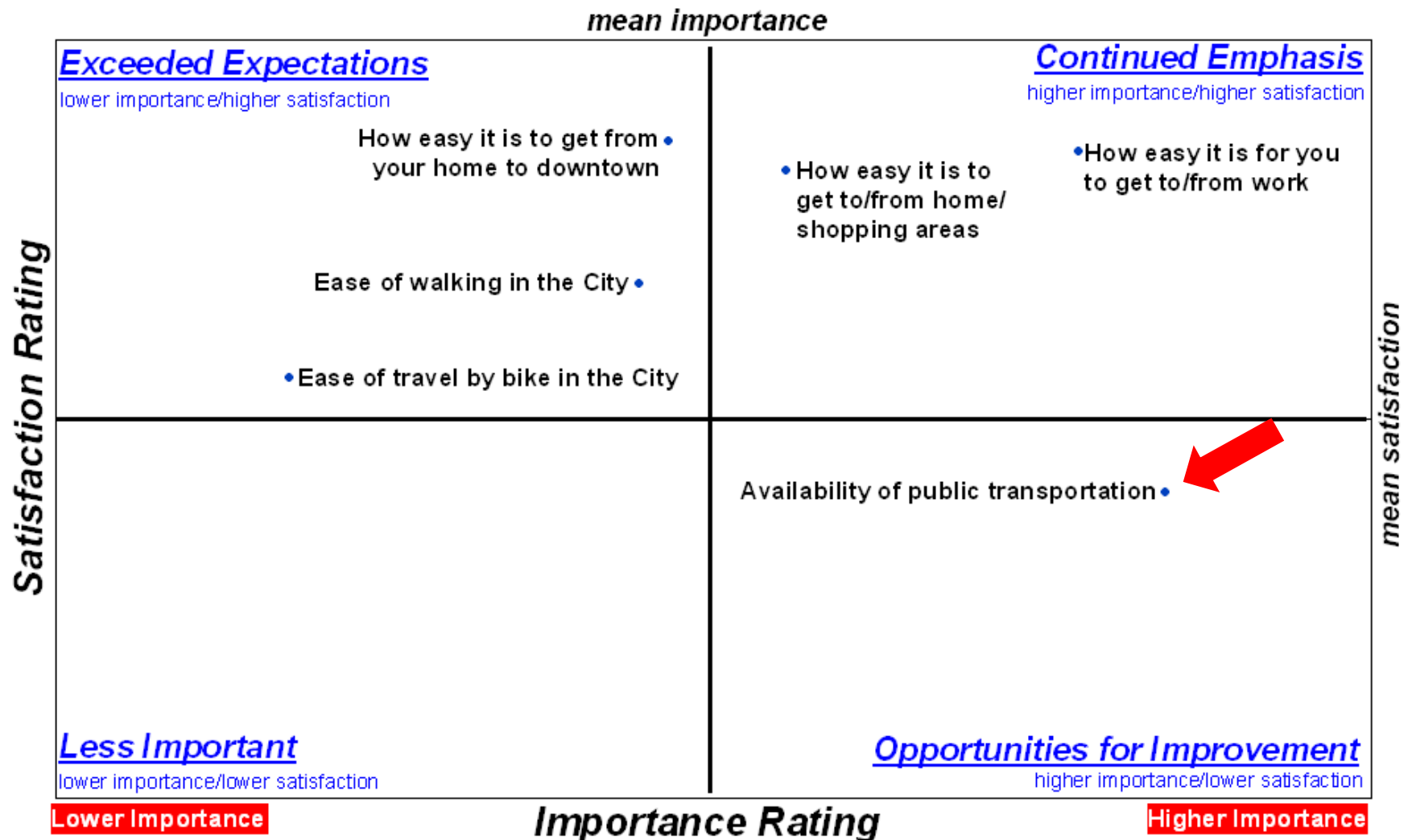
Importance-Satisfaction Rating						
City of Columbia						
<u>Transportation</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS &gt;.20)</u>						
Availability of public transportation	58%	1	43%	6	0.3306	1
<u>High Priority (IS .10-.20)</u>						
Ease of walking in the City	40%	5	65%	4	0.1400	2
Ease of travel by bike in the City	28%	6	55%	5	0.1260	3
How easy it is for you to get to/from work	55%	2	79%	2	0.1155	4
How easy it is to get to/from home/shopping areas	45%	3	77%	3	0.1035	5
<u>Medium Priority (IS &lt;.10)</u>						
How easy it is to get from your home to downtown	41%	4	80%	1	0.0820	6

**Transportation Priorities:** 

# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Transportation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



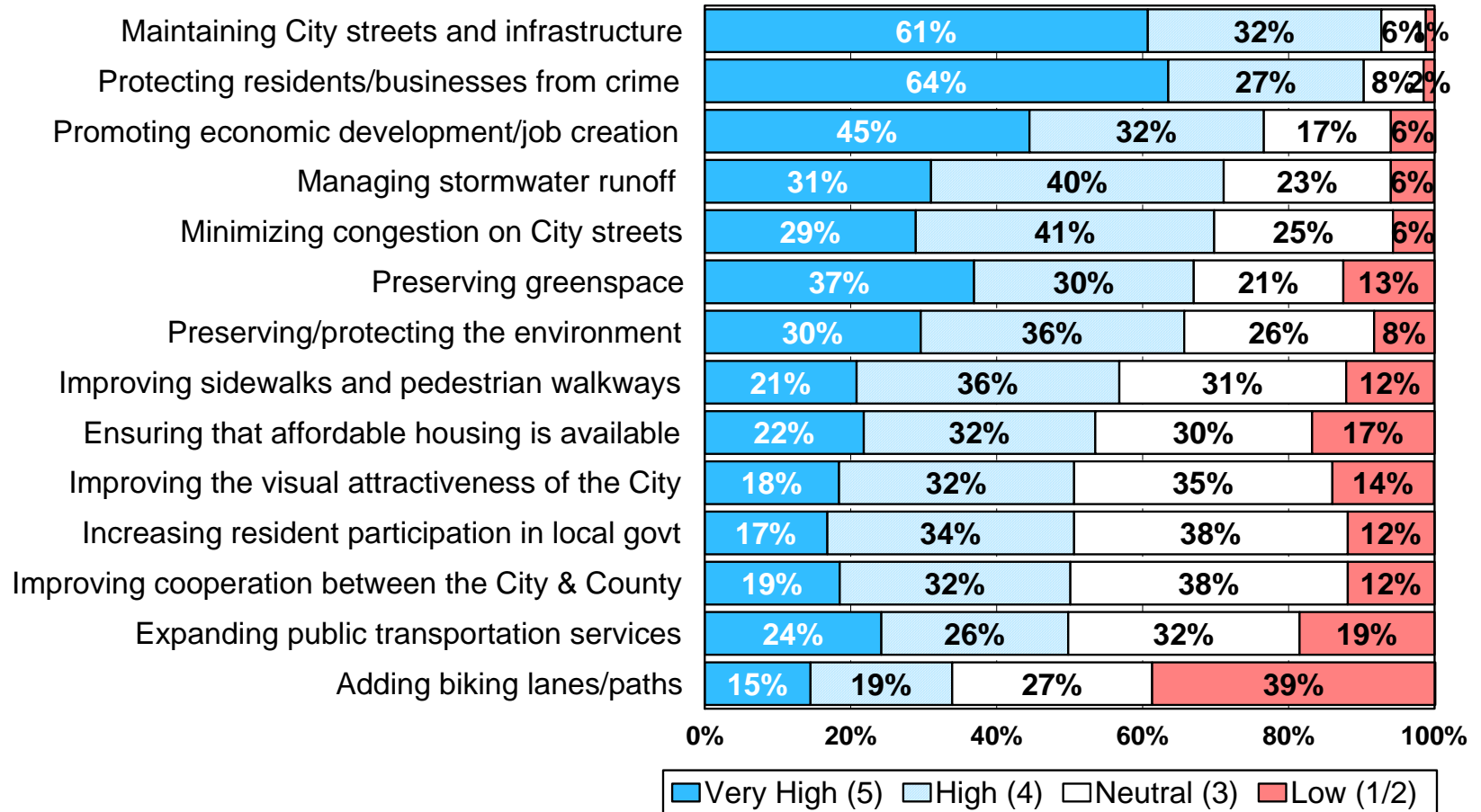
# Other Findings

- ☐ **Overall Community Priorities**
- ☐ **Importance of Sustainability Programs**



# What Priority Respondents Felt Should Be Place on the Following Major Community Priorities

by percentage of respondents (excluding don't knows)

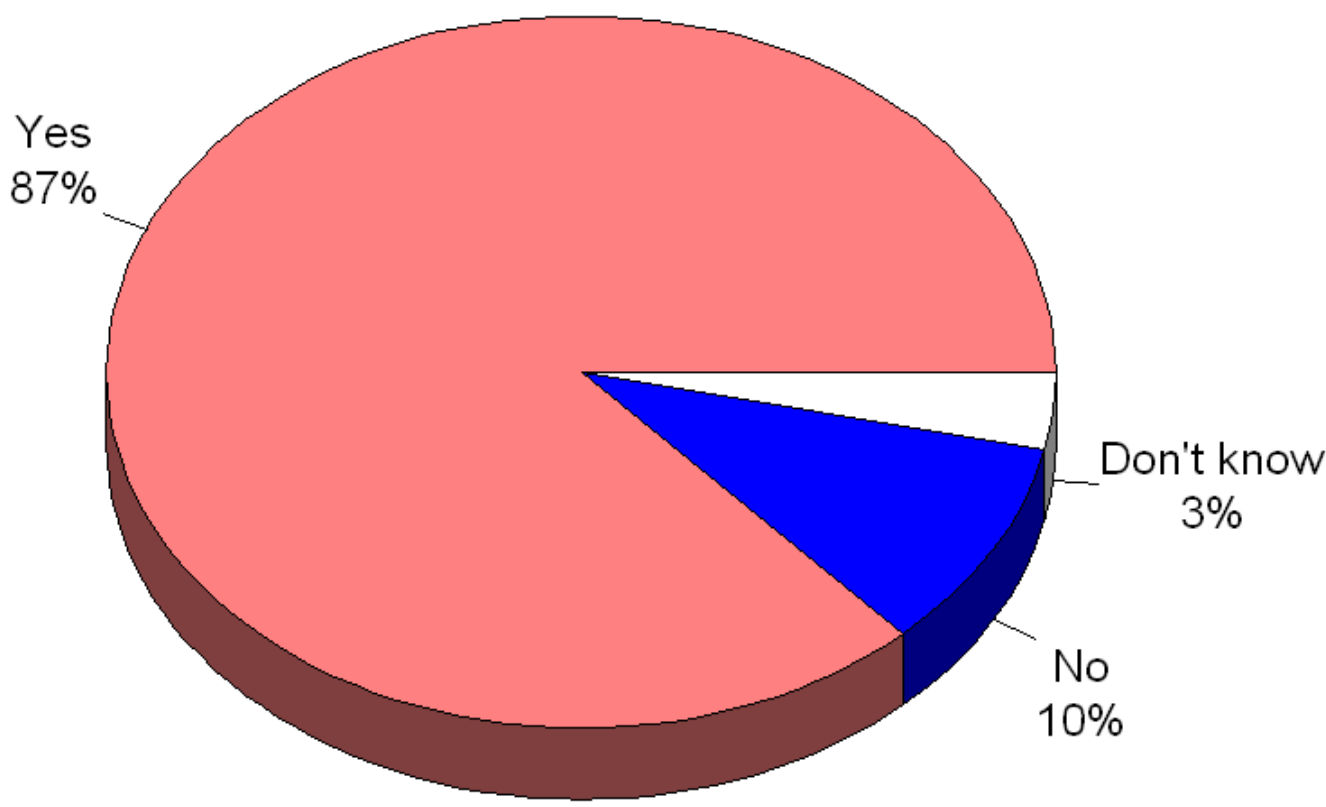


Source: ETC Institute (2011)

**Residents Felt Maintaining City Streets & Infrastructure and Protecting Residents & Businesses From Crime Were Most Important**

# Whether Respondents Think It Is Important for the City of Columbia to Support Sustainability Programs That Help Reduce Pollution, Conserve Energy, and Protect Water Resources

by percentage of respondents



Most Residents Think It is Important to Support Sustainability Programs

# Summary and Conclusions

- **Columbia is Setting the Standard for Customer Service Among U.S. cities**
  - Overall Satisfaction with City Services Rated 24% above the Kansas and Missouri average
  - Overall Satisfaction with City Services Rated 23% above the national average
- **Satisfaction Ratings for Many Specific Services Have Decreased**
  - Decreased ratings for specific services mirror national trends
- **Overall Community Priorities:**
  - Maintenance of City streets and infrastructure
  - Protecting residents and businesses from crime
- **Residents Think It Is Important for the City to Support Sustainability Programs**

# Highest/Lowest Rated Services

## Highest Rated:

- Feeling of safety walking in neighborhood during the day (93%)
- Feeling of safety in downtown Columbia during the day (91%)
- Residential trash collection service (90%)
- Quality of City fire protection (89%)
- How quickly the fire department responds to emergencies (89%)
- Curbside recycling (blue bags) (89%)
- City electric service (89%)
- Quality of City parks and recreation programs/facilities (88%)
- Feeling of safety in City parks during the day (87%)
- City water service (87%)
- Solid waste services (85%)

## Lowest Rated:

- Maintenance of streets in your neighborhood (39%)
- How well the City is planning growth (37%)
- Maintenance of major City streets (35%)
- Snow removal on neighborhood streets (22%)
- Feeling of safety in City parks at night (22%)
- Condition of City streets (20%)

# Priorities for Improvement

## (based on the I-S Analysis)

- **Overall Priorities**

- Condition of City streets
- Public safety services
- City utility services

- **Public Safety Priorities**

- Police efforts to prevent crime
- How quickly police respond to emergencies

- **Streets and Sidewalk Priorities**

- Maintenance of City streets
- Snow removal on neighborhood streets
- Snow removal on major City streets

# Priorities for Improvement

## (based on the I-S Analysis)

- **Code Enforcement Priorities**

- Cleanup of litter and debris on private property
- Maintenance of residential property
- Maintenance of business property

- **Public Health Priorities**

- Guard against exposure to environmental risks
- Prevent the spread of infectious disease
- Guard against food poisoning

- **Transportation Priorities**

- Availability of public transportation

# Questions ?

**THANK YOU**